

- (1) Year Covered: ~~1993~~ 1994
- (2) Brand Family Name: ALPINE
- (3) Descriptions: 84 ,F ,SP ,MEN
- (4) Product Length: 84
- (5) Filter: X Non-Filter: _____ (check one)
- (6) Hard Pack: _____ Soft Pack: X (check one)
- (7) Menthol: X Non-Menthol: _____ Other: _____ (check one)
- (8) Num Per Pack: 20
- (9) "Tar": ~~15.0~~ 15 Nicotine: ~~1.00~~ 1.0 CO.: ~~15.0~~ 15
- (10) Variety Units Sales: 343,245,140
- (11) Variety Dollar Sales: \$14,086,327
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- (13) CAT-A-Expenses (Newspaper) : \$0
- (14) CAT-B-Expenses (Magazines) : 327,604
- (15) CAT-C-Expenses (Outdoor) : 0
- (16) CAT-D-Expenses (Audio Visual): 0
- (17) CAT-E-Expenses (Public Transport.) : 0
- (18) CAT-F-Expenses (Direct Mail) : 0
- (19) CAT-G-Expenses (Point of Sale): 168,927
- (20) CAT-H-Expenses (Promotional Allowances) : 985,404
- (21) CAT-I-Expenses (samples) : 144,020
- (22) CAT-J-Expenses (Items) : 570,094
- (23) CAT-K-Expenses (Public Entertainment) : 0
- (24) CAT-L-Expenses (Endorsement) : 0
- (25) CAT-M-Expenses (Retail Value & Coupon) : 6,201,584
- (26) CAT-N-Expenses (All Other) : 24,302
- (27) Total Reportable Expenditures For Variety: \$8,421,935
- (28) Sporting Events: 0

(41) No

- (1) Year Covered: ~~1993~~ 1994
- (2) Brand Family Name: ALPINE
- (3) Descriptions: 100 ,F ,SP ,MEN
- (4) Product Length: 100
- (5) Filter: X Non-Filter: (check one)
- (6) Hard Pack: Soft Pack: X (check one)
- (7) Menthol: X Non-Menthol: Other: (check one)
- (8) Num Per Pack: 20
- (9) "Tar": ~~15.0~~ 15 Nicotine: ~~1.00~~ 1.1 CO.: ~~15.0~~ 14
- (10) Variety Units Sales: 429,069,000
- (11) Variety Dollar Sales: \$17,994,411
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- (13) CAT-A-Expenses (Newspaper) : \$0
- (14) CAT-B-Expenses (Magazines) : 409,518
- (15) CAT-C-Expenses (Outdoor) : 0
- (16) CAT-D-Expenses (Audio Visual): 0
- (17) CAT-E-Expenses (Public Transport.) : 0
- (18) CAT-F-Expenses (Direct Mail) : 0
- (19) CAT-G-Expenses (Point of Sale): 211,164
- (20) CAT-H-Expenses (Promotional Allowances) : 1,231,791
- (21) CAT-I-Expenses (samples) : 180,030
- (22) CAT-J-Expenses (Items) : 712,638
- (23) CAT-K-Expenses (Public Entertainment) : 0
- (24) CAT-L-Expenses (Endorsement) : 0
- (25) CAT-M-Expenses (Retail Value & Coupon) : 7,752,207
- (26) CAT-N-Expenses (All Other) : 30,379
- (27) Total Reportable Expenditures For Variety: \$10,527,727
- (28) Sporting Events: 0

(41) No

- (1) Year Covered: 1993-1994
- (2) Brand Family Name: ALPINE
- (3) Descriptions: King, F, SP, LT, MEN
- (4) Product Length: 84
- (5) Filter: X Non-Filter: _____ (check one)
- (6) Hard Pack: _____ Soft Pack: X (check one)
- (7) Menthol: X Non-Menthol: _____ Other: _____ (check one)
- (8) Num Per Pack: 20
- (9) "Tar": 9.0-9 Nicotine: 0.70-0.7 CO.: 10.0-10
- (10) Variety Units Sales: 371,488,560
- (11) Variety Dollar Sales: \$15,236,908
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- (13) CAT-A-Expenses (Newspaper) : _____ \$0
- (14) CAT-B-Expenses (Magazines) : _____ 354,561
- (15) CAT-C-Expenses (Outdoor) : _____ 0
- (16) CAT-D-Expenses (Audio Visual): _____ 0
- (17) CAT-E-Expenses (Public Transport.) : _____ 0
- (18) CAT-F-Expenses (Direct Mail) : _____ 0
- (19) CAT-G-Expenses (Point of Sale): _____ 182,82
- (20) CAT-H-Expenses (Promotional Allowances) : _____ 1,066,48
- (21) CAT-I-Expenses (samples) : _____ 155,87
- (22) CAT-J-Expenses (Items) : _____ 617,00
- (23) CAT-K-Expenses (Public Entertainment) : _____
- (24) CAT-L-Expenses (Endorsement) : _____
- (25) CAT-M-Expenses (Retail Value & Coupon) : _____ 6,711,8
- (26) CAT-N-Expenses (All Other) : _____ 26,5
- (27) Total Reportable Expenditures For Variety: _____ \$9,114,5
- (28) Sporting Events: _____

(41) No

- (1) Year Covered: ~~1993~~ 1994
- (2) Brand Family Name: ALPINE
- (3) Descriptions: 100 ,F ,SP ,LT ,MEN
- (4) Product Length: 100
- (5) Filter: X Non-Filter: _____ (check one)
- (6) Hard Pack: _____ Soft Pack: X (check one)
- (7) Menthol: X Non-Menthol: _____ Other: _____ (check one)
- (8) Num Per Pack: 20
- (9) "Tar": ~~9.0~~ 9 Nicotine: ~~0.70~~ 0.7 CO.: ~~10.0~~ 10
- (10) Variety Units Sales: 586,906,340
- (11) Variety Dollar Sales: \$24,159,472
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- (13) CAT-A-Expenses (Newspaper) : \$0
- (14) CAT-B-Expenses (Magazines) : 560,163
- (15) CAT-C-Expenses (Outdoor) : 0
- (16) CAT-D-Expenses (Audio Visual): 0
- (17) CAT-E-Expenses (Public Transport.) : 0
- (18) CAT-F-Expenses (Direct Mail) : 0
- (19) CAT-G-Expenses (Point of Sale): 288,843
- (20) CAT-H-Expenses (Promotional Allowances) : 1,684,917
- (21) CAT-I-Expenses (samples) : 246,256
- (22) CAT-J-Expenses (Items) : 974,789
- (23) CAT-K-Expenses (Public Entertainment) : 0
- (24) CAT-L-Expenses (Endorsement) : 0
- (25) CAT-M-Expenses (Retail Value & Coupon) : 10,603,934
- (26) CAT-N-Expenses (All Other) : 41,554
- (27) Total Reportable Expenditures For Variety: \$14,400,456
- (28) Sporting Events: 0

(41) No

- (1) Year Covered: ~~1993~~ 1994
- (2) Brand Family Name: ALPINE
- (3) Descriptions: Reg ,F ,HP ,MEN
- (4) Product Length: 83
- (5) Filter: X Non-Filter: _____ (check one)
- (6) Hard Pack: X Soft Pack: _____ (check one)
- (7) Menthol: X Non-Menthol: _____ Other: _____ (check one)
- (8) Num Per Pack: 20
- (9) "Tar": 15.0 / 5 Nicotine: 1.00 / 1.0 CO.: 15.0 / 5
- (10) Variety Units Sales: 15,872,200
- (11) Variety Dollar Sales: \$671,439
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- (13) CAT-A-Expenses (Newspaper) : _____ \$0
- (14) CAT-B-Expenses (Magazines) : _____ 15,149
- (15) CAT-C-Expenses (Outdoor) : _____ 0
- (16) CAT-D-Expenses (Audio Visual): _____ 0
- (17) CAT-E-Expenses (Public Transport.) : _____ 0
- (18) CAT-F-Expenses (Direct Mail) : _____ 0
- (19) CAT-G-Expenses (Point of Sale): _____ 7,811
- (20) CAT-H-Expenses (Promotional Allowances) : _____ 45,567
- (21) CAT-I-Expenses (samples) : _____ 6,660
- (22) CAT-J-Expenses (Items) : _____ 26,362
- (23) CAT-K-Expenses (Public Entertainment) : _____ 0
- (24) CAT-L-Expenses (Endorsement) : _____ 0
- (25) CAT-M-Expenses (Retail Value & Coupon) : _____ 286,771
- (26) CAT-N-Expenses (All Other) : _____ 1,124
- (27) Total Reportable Expenditures For Variety: _____ \$389,444
- (28) Sporting Events: _____ 0

(41) No

- (1) Year Covered: ~~1993~~ 1994
- (2) Brand Family Name: ALPINE
- (3) Descriptions: Reg ,F ,HP ,LT ,MEN
- (4) Product Length: 83
- (5) Filter: X Non-Filter: (check one)
- (6) Hard Pack: X Soft Pack: (check one)
- (7) Menthol: X Non-Menthol: Other: (check one)
- (8) Num Per Pack: 20
- (9) "Tar": 9.09 Nicotine: 0.70 0.7 CO.: 9.09
- (10) Variety Units Sales: 19,205,400
- (11) Variety Dollar Sales: \$818,119
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- (13) CAT-A-Expenses (Newspaper) : \$0
- (14) CAT-B-Expenses (Magazines) : 18,330
- (15) CAT-C-Expenses (Outdoor) : 0
- (16) CAT-D-Expenses (Audio Visual): 0
- (17) CAT-E-Expenses (Public Transport.) : 0
- (18) CAT-F-Expenses (Direct Mail) : 0
- (19) CAT-G-Expenses (Point of Sale): 9,453
- (20) CAT-H-Expenses (Promotional Allowances) : 55,135
- (21) CAT-I-Expenses (samples) : 8,059
- (22) CAT-J-Expenses (Items) : 31,899
- (23) CAT-K-Expenses (Public Entertainment) : 0
- (24) CAT-L-Expenses (Endorsement) : 0
- (25) CAT-M-Expenses (Retail Value & Coupon) : 346,994
- (26) CAT-N-Expenses (All Other) : 1,359
- (27) Total Reportable Expenditures For Variety: \$471,229
- (28) Sporting Events: 0

(41) No

- (1) Year Covered: ~~1993~~ 1994
- (2) Brand Family Name: 3ENSON & HEDGES
- (3) Descriptions: Reg ,F ,HP ,SPECIAL
- (4) Product Length: 83
- (5) Filter: X Non-Filter: _____ (check one)
- (6) Hard Pack: X Soft Pack: _____ (check one)
- (7) Menthol: _____ Non-Menthol: X Other: _____ (check one)
- (8) Num Per Pack: 20
- (9) "Tar": 16.0 16 Nicotine: 1.10 1.2 CO.: 14.0 14
- (10) Variety Units Sales: 141,939,000
- (11) Variety Dollar Sales: \$3,712,536
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- (13) CAT-A-Expenses (Newspaper) : \$6,466
- (14) CAT-B-Expenses (Magazines) : 69,745
- (15) CAT-C-Expenses (Outdoor) : 63,198
- (16) CAT-D-Expenses (Audio Visual): 0
- (17) CAT-E-Expenses (Public Transport.) : 72,319
- (18) CAT-F-Expenses (Direct Mail) : 0
- (19) CAT-G-Expenses (Point of Sale): 35,550
- (20) CAT-H-Expenses (Promotional Allowances) : 362,110
- (21) CAT-I-Expenses (samples) : 83,858
- (22) CAT-J-Expenses (Items) : 32,237
- (23) CAT-K-Expenses (Public Entertainment) : 26,060
- (24) CAT-L-Expenses (Endorsement) : 0
- (25) CAT-M-Expenses (Retail Value & Coupon) : 758,115
- (26) CAT-N-Expenses (All Other) : 5,505
- (27) Total Reportable Expenditures For Variety: \$1,515,163
- (28) Sporting Events: 0

(41) No

- (1) Year Covered: 1993 1994
- (2) Brand Family Name: 3ENSON & HEDGES
- (3) Descriptions: Reg ,F ,HP ,LT ,SPECIAL
- (4) Product Length: 83
- (5) Filter: X Non-Filter: _____ (check one)
- (6) Hard Pack: X Soft Pack: _____ (check one)
- (7) Menthol: _____ Non-Menthol: X Other: _____ (check one)
- (8) Num Per Pack: 20
- (9) "Tar": 12.0 // Nicotine: 0.90 0.9 CO.: 12.0 //
- (10) Variety Units Sales: 141,002,600
- (11) Variety Dollar Sales: \$3,863,122
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- (13) CAT-A-Expenses (Newspaper) : \$6,424
- (14) CAT-B-Expenses (Magazines) : 69,285
- (15) CAT-C-Expenses (Outdoor) : 62,781
- (16) CAT-D-Expenses (Audio Visual): 0
- (17) CAT-E-Expenses (Public Transport.) : 71,841
- (18) CAT-F-Expenses (Direct Mail) : 0
- (19) CAT-G-Expenses (Point of Sale): 35,315
- (20) CAT-H-Expenses (Promotional Allowances) : 359,721
- (21) CAT-I-Expenses (samples) : 83,305
- (22) CAT-J-Expenses (Items) : 32,024
- (23) CAT-K-Expenses (Public Entertainment) : 25,889
- (24) CAT-L-Expenses (Endorsement) : 0
- (25) CAT-M-Expenses (Retail Value & Coupon) : 753,114
- (26) CAT-N-Expenses (All Other) : 5,468
- (27) Total Reportable Expenditures For Variety: \$1,505,167
- (28) Sporting Events: 0

(41) No

- (1) Year Covered: ~~1993~~ 1994
- (2) Brand Family Name: WENSON & HEDGES
- (3) Descriptions: Reg ,F ,HP ,LT ,MEN ,SPECIAL
- (4) Product Length: 83
- (5) Filter: X Non-Filter: _____ (check one)
- (6) Hard Pack: X Soft Pack: _____ (check one)
- (7) Menthol: X Non-Menthol: _____ Other: _____ (check one)
- (8) Num Per Pack: 20
- (9) "Tar": ~~13.0~~ 12 Nicotine: ~~0.90~~ 0.9 CO.: ~~12.0~~ 11
- (10) Variety Units Sales: 142,338,620
- (11) Variety Dollar Sales: \$3,341,341
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- (13) CAT-A-Expenses (Newspaper) : \$6,485
- (14) CAT-B-Expenses (Magazines) : 69,942
- (15) CAT-C-Expenses (Outdoor) : 63,376
- (16) CAT-D-Expenses (Audio Visual): 0
- (17) CAT-E-Expenses (Public Transport.) : 72,522
- (18) CAT-F-Expenses (Direct Mail) : 0
- (19) CAT-G-Expenses (Point of Sale): 35,650
- (20) CAT-H-Expenses (Promotional Allowances) : 363,129
- (21) CAT-I-Expenses (samples) : 84,094
- (22) CAT-J-Expenses (Items) : 32,328
- (23) CAT-K-Expenses (Public Entertainment) : 26,134
- (24) CAT-L-Expenses (Endorsement) : 0
- (25) CAT-M-Expenses (Retail Value & Coupon) : 760,250
- (26) CAT-N-Expenses (All Other) : 5,520
- (27) Total Reportable Expenditures For Variety: \$1,519,430
- (28) Sporting Events: 0

(41) No

- (1) Year Covered: ~~1993~~ 1994
- (2) Brand Family Name: 3ENSON & HEDGES
- (3) Descriptions: Reg ,F ,HP ,SPECIAL ,MEN
- (4) Product Length: 83
- (5) Filter: X Non-Filter: (check one)
- (6) Hard Pack: X Soft Pack: (check one)
- (7) Menthol: X Non-Menthol: Other: (check one)
- (8) Num Per Pack: 20
- (9) "Tar": 16.0 16 Nicotine: 1.10 1.2 CO.: 14.0 14
- (10) Variety Units Sales: 195,448,920
- (11) Variety Dollar Sales: \$3,021,469
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- (13) CAT-A-Expenses (Newspaper) : \$8,904
- (14) CAT-B-Expenses (Magazines) : 96,039
- (15) CAT-C-Expenses (Outdoor) : 87,024
- (16) CAT-D-Expenses (Audio Visual): 0
- (17) CAT-E-Expenses (Public Transport.) : 99,582
- (18) CAT-F-Expenses (Direct Mail) : 0
- (19) CAT-G-Expenses (Point of Sale): 48,951
- (20) CAT-H-Expenses (Promotional Allowances) : 498,622
- (21) CAT-I-Expenses (samples) : 115,472
- (22) CAT-J-Expenses (Items) : 44,390
- (23) CAT-K-Expenses (Public Entertainment) : 35,885
- (24) CAT-L-Expenses (Endorsement) : 0
- (25) CAT-M-Expenses (Retail Value & Coupon) : 1,043,919
- (26) CAT-N-Expenses (All Other) : 7,580
- (27) Total Reportable Expenditures For Variety: \$2,086,368
- (28) Sporting Events: 0

(41) No

- (1) Year Covered: ~~1993~~ 1994
- (2) Brand Family Name: 3ENSON & HEDGES
- (3) Descriptions: King ,F ,HP
- (4) Product Length: 84
- (5) Filter: X Non-Filter: _____ (check one)
- (6) Hard Pack: X Soft Pack: _____ (check one)
- (7) Menthol: _____ Non-Menthol: X Other: _____ (check one)
- (8) Num Per Pack: 20
- (9) "Tar": 14.0 14 Nicotine: 1.00 1.01 CO.: 13.0 13
- (10) Variety Units Sales: 18,159,400
- (11) Variety Dollar Sales: \$1,469,142
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- (13) CAT-A-Expenses (Newspaper) : \$827
- (14) CAT-B-Expenses (Magazines) : 8,923
- (15) CAT-C-Expenses (Outdoor) : 8,085
- (16) CAT-D-Expenses (Audio Visual): 0
- (17) CAT-E-Expenses (Public Transport.) : 9,252
- (18) CAT-F-Expenses (Direct Mail) : 0
- (19) CAT-G-Expenses (Point of Sale): 4,548
- (20) CAT-H-Expenses (Promotional Allowances) : 46,328
- (21) CAT-I-Expenses (samples) : 10,729
- (22) CAT-J-Expenses (Items) : 4,124
- (23) CAT-K-Expenses (Public Entertainment) : 3,334
- (24) CAT-L-Expenses (Endorsement) : 0
- (25) CAT-M-Expenses (Retail Value & Coupon) : 96,992
- (26) CAT-N-Expenses (All Other) : 704
- (27) Total Reportable Expenditures For Variety: \$193,846
- (28) Sporting Events: 0

(41) No

- (1) Year Covered: 1993 1994
- (2) Brand Family Name: 3ENSON & HEDGES
- (3) Descriptions: 100 ,F ,HP ,LT
- (4) Product Length: 99
- (5) Filter: X Non-Filter: (check one)
- (6) Hard Pack: X Soft Pack: (check one)
- (7) Menthol: Non-Menthol: X Other: (check one)
- (8) Num Per Pack: 20
- (9) "Tar": 10.0 10 Nicotine: 0.80 0.18 CO.: 11.0 11
- (10) Variety Units Sales: 181,007,900
- (11) Variety Dollar Sales: \$10,923,503
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- (13) CAT-A-Expenses (Newspaper) : \$8,246
- (14) CAT-B-Expenses (Magazines) : 88,943
- (15) CAT-C-Expenses (Outdoor) : 80,594
- (16) CAT-D-Expenses (Audio Visual): 0
- (17) CAT-E-Expenses (Public Transport.) : 92,224
- (18) CAT-F-Expenses (Direct Mail) : 0
- (19) CAT-G-Expenses (Point of Sale): 45,335
- (20) CAT-H-Expenses (Promotional Allowances) : 461,781
- (21) CAT-I-Expenses (samples) : 106,940
- (22) CAT-J-Expenses (Items) : 41,110
- (23) CAT-K-Expenses (Public Entertainment) : 33,234
- (24) CAT-L-Expenses (Endorsement) : 0
- (25) CAT-M-Expenses (Retail Value & Coupon) : 966,788
- (26) CAT-N-Expenses (All Other) : 7,020
- (27) Total Reportable Expenditures For Variety: \$1,932,215
- (28) Sporting Events: 0

(41) No

- (1) Year Covered: ~~1993~~ 1994
- (2) Brand Family Name: 3ENSON & HEDGEE
- (3) Descriptions: 100 ,F ,HP ,LT ,MEN
- (4) Product Length: 99
- (5) Filter: X Non-Filter: _____ (check one)
- (6) Hard Pack: X Soft Pack: _____ (check one)
- (7) Menthol: X Non-Menthol: _____ Other: _____ (check one)
- (8) Num Per Pack: 20
- (9) "Tar": ~~10.0~~ 10 Nicotine: ~~0.80~~ 0.8 CO.: ~~11.0~~ 11
- (10) Variety Units Sales: 205,891,600
- (11) Variety Dollar Sales: \$12,409,862
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- (13) CAT-A-Expenses (Newspaper) : \$9,380
- (14) CAT-B-Expenses (Magazines) : 101,170
- (15) CAT-C-Expenses (Outdoor) : 91,673
- (16) CAT-D-Expenses (Audio Visual): 0
- (17) CAT-E-Expenses (Public Transport.) : 104,903
- (18) CAT-F-Expenses (Direct Mail) : 0
- (19) CAT-G-Expenses (Point of Sale): 51,567
- (20) CAT-H-Expenses (Promotional Allowances) : 525,263
- (21) CAT-I-Expenses (samples) : 121,642
- (22) CAT-J-Expenses (Items) : 46,762
- (23) CAT-K-Expenses (Public Entertainment) : 37,802
- (24) CAT-L-Expenses (Endorsement) : 0
- (25) CAT-M-Expenses (Retail Value & Coupon) : 1,099,695
- (26) CAT-N-Expenses (All Other) : 7,985
- (27) Total Reportable Expenditures For Variety: \$2,197,842
- (28) Sporting Events: 0

(41) No

- (1) Year Covered: 1993 1994
- (2) Brand Family Name: 3ENSON & HEDGES
- (3) Descriptions: 100 ,F ,SP
- (4) Product Length: 100
- (5) Filter: X Non-Filter: _____ (check one)
- (6) Hard Pack: _____ Soft Pack: X (check one)
- (7) Menthol: _____ Non-Menthol: X Other: _____ (check one)
- (8) Num Per Pack: 20
- (9) "Tar": 15.0 15 Nicotine: 1.10 1.2 CO.: 14.0 14
- (10) Variety Units Sales: 1,692,982,171
- (11) Variety Dollar Sales: \$101,350,138
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- (13) CAT-A-Expenses (Newspaper) : \$77,129
- (14) CAT-B-Expenses (Magazines) : 831,891
- (15) CAT-C-Expenses (Outdoor) : 753,800
- (16) CAT-D-Expenses (Audio Visual): 0
- (17) CAT-E-Expenses (Public Transport.) : 862,582
- (18) CAT-F-Expenses (Direct Mail) : 0
- (19) CAT-G-Expenses (Point of Sale): 424,018
- (20) CAT-H-Expenses (Promotional Allowances) : 4,319,073
- (21) CAT-I-Expenses (samples) : 1,000,222
- (22) CAT-J-Expenses (Items) : 384,508
- (23) CAT-K-Expenses (Public Entertainment) : 310,837
- (24) CAT-L-Expenses (Endorsement) : 0
- (25) CAT-M-Expenses (Retail Value & Coupon) : 9,042,448
- (26) CAT-N-Expenses (All Other) : 65,656
- (27) Total Reportable Expenditures For Variety: \$18,072,164
- (28) Sporting Events: 0

(41) No

- (1) Year Covered: ~~1993~~ 1994
- (2) Brand Family Name: 3ENSON & HEDGES
- (3) Descriptions: 100 ,F ,HP
- (4) Product Length: 99
- (5) Filter: X Non-Filter: _____ (check one)
- (6) Hard Pack: X Soft Pack: _____ (check one)
- (7) Menthol: _____ Non-Menthol: X Other: _____ (check one)
- (8) Num Per Pack: 20
- (9) "Tar": 16.0 15 Nicotine: 1.20 1.1 CO.: 14.0 15
- (10) Variety Units Sales: 381,492,800
- (11) Variety Dollar Sales: \$22,980,408
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- (13) CAT-A-Expenses (Newspaper) : \$17,380
- (14) CAT-B-Expenses (Magazines) : 187,456
- (15) CAT-C-Expenses (Outdoor) : 169,860
- (16) CAT-D-Expenses (Audio Visual): 0
- (17) CAT-E-Expenses (Public Transport.) : 194,372
- (18) CAT-F-Expenses (Direct Mail) : 0
- (19) CAT-G-Expenses (Point of Sale): 95,547
- (20) CAT-H-Expenses (Promotional Allowances) : 973,250
- (21) CAT-I-Expenses (samples) : 225,388
- (22) CAT-J-Expenses (Items) : 86,644
- (23) CAT-K-Expenses (Public Entertainment) : 70,043
- (24) CAT-L-Expenses (Endorsement) : 0
- (25) CAT-M-Expenses (Retail Value & Coupon) : 2,037,605
- (26) CAT-N-Expenses (All Other) : 14,795
- (27) Total Reportable Expenditures For Variety: \$4,072,340
- (28) Sporting Events: 0

(41) No

- (1) Year Covered: ~~1993~~ 1994
- (2) Brand Family Name: 3ENSON & HEDGES
- (3) Descriptions: 100 ,F ,HP ,MEN
- (4) Product Length: 99
- (5) Filter: X Non-Filter: _____ (check one)
- (6) Hard Pack: X Soft Pack: _____ (check one)
- (7) Menthol: X Non-Menthol: _____ Other: _____ (check one)
- (8) Num Per Pack: 20
- (9) "Tar": ~~16.0~~ 15 Nicotine: ~~1.10~~ 1.1 CO.: ~~14.0~~ 15
- (10) Variety Units Sales: 312,448,000
- (11) Variety Dollar Sales: \$18,747,181
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- (13) CAT-A-Expenses (Newspaper) : \$14,235
- (14) CAT-B-Expenses (Magazines) : 153,529
- (15) CAT-C-Expenses (Outdoor) : 139,117
- (16) CAT-D-Expenses (Audio Visual): 0
- (17) CAT-E-Expenses (Public Transport.) : 159,194
- (18) CAT-F-Expenses (Direct Mail) : 0
- (19) CAT-G-Expenses (Point of Sale): 78,255
- (20) CAT-H-Expenses (Promotional Allowances) : 797,106
- (21) CAT-I-Expenses (samples) : 184,596
- (22) CAT-J-Expenses (Items) : 70,963
- (23) CAT-K-Expenses (Public Entertainment) : 57,366
- (24) CAT-L-Expenses (Endorsement) : 0
- (25) CAT-M-Expenses (Retail Value & Coupon) : 1,668,827
- (26) CAT-N-Expenses (All Other) : 12,117
- (27) Total Reportable Expenditures For Variety: \$3,335,305
- (28) Sporting Events: 0

(41) No

- (1) Year Covered: ~~1993~~ 1994
- (2) Brand Family Name: BENSON & HEDGEE
- (3) Descriptions: 100 ,F ,SP ,MEN
- (4) Product Length: 100
- (5) Filter: X Non-Filter: _____ (check one)
- (6) Hard Pack: _____ Soft Pack: X (check one)
- (7) Menthol: X Non-Menthol: _____ Other: _____ (check one)
- (8) Num Per Pack: 20
- (9) "Tar": 15.0 / 15 Nicotine: 1.10 / 1.1 CO.: 14.0 / 15
- (10) Variety Units Sales: 2,282,339,200
- (11) Variety Dollar Sales: \$136,063,608
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- (13) CAT-A-Expenses (Newspaper) : \$103,979
- (14) CAT-B-Expenses (Magazines) : 1,121,487
- (15) CAT-C-Expenses (Outdoor) : 1,016,212
- (16) CAT-D-Expenses (Audio Visual): 0
- (17) CAT-E-Expenses (Public Transport.) : 1,162,863
- (18) CAT-F-Expenses (Direct Mail) : 0
- (19) CAT-G-Expenses (Point of Sale): 571,626
- (20) CAT-H-Expenses (Promotional Allowances) : 5,822,619
- (21) CAT-I-Expenses (samples) : 1,348,416
- (22) CAT-J-Expenses (Items) : 518,362
- (23) CAT-K-Expenses (Public Entertainment) : 419,045
- (24) CAT-L-Expenses (Endorsement) : 0
- (25) CAT-M-Expenses (Retail Value & Coupon) : 12,190,283
- (26) CAT-N-Expenses (All Other) : 88,512
- (27) Total Reportable Expenditures For Variety: \$24,363,404
- (28) Sporting Events: 0

(41) No

- (1) Year Covered: ~~1993~~ 1994
- (2) Brand Family Name: 3ENSON & HEDGES
- (3) Descriptions: 100 ,F ,SP ,LT
- (4) Product Length: 100
- (5) Filter: X Non-Filter: _____ (check one)
- (6) Hard Pack: _____ Soft Pack: X (check one)
- (7) Menthol: _____ Non-Menthol: X Other: _____ (check one)
- (8) Num Per Pack: 20
- (9) "Tar": ~~10.0~~ 10 Nicotine: ~~0.80~~ 0.8 CO.: ~~11.0~~ 11
- (10) Variety Units Sales: 1,143,816,600
- (11) Variety Dollar Sales: \$68,848,079
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- (13) CAT-A-Expenses (Newspaper) : \$52,110
- (14) CAT-B-Expenses (Magazines) : 562,044
- (15) CAT-C-Expenses (Outdoor) : 509,284
- (16) CAT-D-Expenses (Audio Visual): 0
- (17) CAT-E-Expenses (Public Transport.) : 582,780
- (18) CAT-F-Expenses (Direct Mail) : 0
- (19) CAT-G-Expenses (Point of Sale): 286,476
- (20) CAT-H-Expenses (Promotional Allowances) : 2,918,062
- (21) CAT-I-Expenses (samples) : 675,772
- (22) CAT-J-Expenses (Items) : 259,782
- (23) CAT-K-Expenses (Public Entertainment) : 210,008
- (24) CAT-L-Expenses (Endorsement) : 0
- (25) CAT-M-Expenses (Retail Value & Coupon) : 6,109,280
- (26) CAT-N-Expenses (All Other) : 44,358
- (27) Total Reportable Expenditures For Variety: \$12,209,956
- (28) Sporting Events: 0

(41) No

- (1) Year Covered: ~~1993~~ 1994
- (2) Brand Family Name: 3ENSON & HEDGES
- (3) Descriptions: 100 ,F ,SP ,LT ,MEN
- (4) Product Length: 100
- (5) Filter: X Non-Filter: _____ (check one)
- (6) Hard Pack: _____ Soft Pack: X (check one)
- (7) Menthol: X Non-Menthol: _____ Other: _____ (check one)
- (8) Num Per Pack: 20
- (9) "Tar": ~~10.0~~ 10 Nicotine: ~~0.80~~ 0.8 CO.: ~~10.0~~ 11
- (10) Variety Units Sales: 1,252,731,400
- (11) Variety Dollar Sales: \$74,916,920
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- (13) CAT-A-Expenses (Newspaper) : \$57,072
- (14) CAT-B-Expenses (Magazines) : 615,562
- (15) CAT-C-Expenses (Outdoor) : 557,779
- (16) CAT-D-Expenses (Audio Visual): 0
- (17) CAT-E-Expenses (Public Transport.) : 638,273
- (18) CAT-F-Expenses (Direct Mail) : 0
- (19) CAT-G-Expenses (Point of Sale): 313,755
- (20) CAT-H-Expenses (Promotional Allowances) : 3,195,922
- (21) CAT-I-Expenses (samples) : 740,119
- (22) CAT-J-Expenses (Items) : 284,519
- (23) CAT-K-Expenses (Public Entertainment) : 230,006
- (24) CAT-L-Expenses (Endorsement) : 0
- (25) CAT-M-Expenses (Retail Value & Coupon) : 6,691,008
- (26) CAT-N-Expenses (All Other) : 48,582
- (27) Total Reportable Expenditures For Variety: \$13,372,597
- (28) Sporting Events: 0

(41) No

- (1) Year Covered: ~~1993~~ 1994
- (2) Brand Family Name: BENSON & HEDGES
- (3) Descriptions: 100 ,F ,HP ,ULTRA-LT ,DLX
- (4) Product Length: 99
- (5) Filter: X Non-Filter: _____ (check one)
- (6) Hard Pack: X Soft Pack: _____ (check one)
- (7) Menthol: _____ Non-Menthol: X Other: _____ (check one)
- (8) Num Per Pack: 20
- (9) "Tar": 5.0 5 Nicotine: 0.40 0.5 CO.: 6.0 7
- (10) Variety Units Sales: 1,824,554,200
- (11) Variety Dollar Sales: \$109,330,536
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- (13) CAT-A-Expenses (Newspaper) : \$83,123
- (14) CAT-B-Expenses (Magazines) : 896,542
- (15) CAT-C-Expenses (Outdoor) : 812,383
- (16) CAT-D-Expenses (Audio Visual): 0
- (17) CAT-E-Expenses (Public Transport.) : 929,619
- (18) CAT-F-Expenses (Direct Mail) : 0
- (19) CAT-G-Expenses (Point of Sale): 456,971
- (20) CAT-H-Expenses (Promotional Allowances) : 4,654,735
- (21) CAT-I-Expenses (samples) : 1,077,955
- (22) CAT-J-Expenses (Items) : 414,390
- (23) CAT-K-Expenses (Public Entertainment) : 334,994
- (24) CAT-L-Expenses (Endorsement) : 0
- (25) CAT-M-Expenses (Retail Value & Coupon) : 9,745,192
- (26) CAT-N-Expenses (All Other) : 70,758
- (27) Total Reportable Expenditures For Variety: \$19,476,662
- (28) Sporting Events: 0

(41) Yes

- (1) Year Covered: ~~1993~~ 1994
- (2) Brand Family Name: 3ENSON & HEDGES
- (3) Descriptions: 100 ,F ,HP ,ULTRA-LT ,MEN ,DLX
- (4) Product Length: 99
- (5) Filter: X Non-Filter: _____ (check one)
- (6) Hard Pack: X Soft Pack: _____ (check one)
- (7) Menthol: X Non-Menthol: _____ Other: _____ (check one)
- (8) Num Per Pack: 20
- (9) "Tar": ~~5.0~~ 5 Nicotine: ~~0.40~~ 0.5 CO.: ~~0.0~~ 6
- (10) Variety Units Sales: 1,549,906,000
- (11) Variety Dollar Sales: \$92,950,264
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- (13) CAT-A-Expenses (Newspaper) : \$70,611
- (14) CAT-B-Expenses (Magazines) : 761,587
- (15) CAT-C-Expenses (Outdoor) : 690,096
- (16) CAT-D-Expenses (Audio Visual): 0
- (17) CAT-E-Expenses (Public Transport.) : 789,684
- (18) CAT-F-Expenses (Direct Mail) : 0
- (19) CAT-G-Expenses (Point of Sale): 388,184
- (20) CAT-H-Expenses (Promotional Allowances) : 3,954,063
- (21) CAT-I-Expenses (samples) : 915,692
- (22) CAT-J-Expenses (Items) : 352,013
- (23) CAT-K-Expenses (Public Entertainment) : 284,568
- (24) CAT-L-Expenses (Endorsement) : 0
- (25) CAT-M-Expenses (Retail Value & Coupon) : 8,278,258
- (26) CAT-N-Expenses (All Other) : 60,107
- (27) Total Reportable Expenditures For Variety: \$16,544,863
- (28) Sporting Events: 0

(41) Yes

- (1) Year Covered: ~~1993~~ 1994
- (2) Brand Family Name: 3ENSON & HEDGES
- (3) Descriptions: King ,F ,SP ,M-FILTER
- (4) Product Length: 84
- (5) Filter: X Non-Filter: (check one)
- (6) Hard Pack: Soft Pack: X (check one)
- (7) Menthol: Non-Menthol: X Other: (check one)
- (8) Num Per Pack: 20
- (9) "Tar": 11.0 11 Nicotine: 0.80 0.9 CO.: 10.0 10
- (10) Variety Units Sales: 75,796,000
- (11) Variety Dollar Sales: \$4,557,771
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- (13) CAT-A-Expenses (Newspaper) : \$3,453
- (14) CAT-B-Expenses (Magazines) : 37,245
- (15) CAT-C-Expenses (Outdoor) : 33,749
- (16) CAT-D-Expenses (Audio Visual): 0
- (17) CAT-E-Expenses (Public Transport.) : 38,619
- (18) CAT-F-Expenses (Direct Mail) : 0
- (19) CAT-G-Expenses (Point of Sale): 18,983
- (20) CAT-H-Expenses (Promotional Allowances) : 193,366
- (21) CAT-I-Expenses (samples) : 44,780
- (22) CAT-J-Expenses (Items) : 17,215
- (23) CAT-K-Expenses (Public Entertainment) : 13,917
- (24) CAT-L-Expenses (Endorsement) : 0
- (25) CAT-M-Expenses (Retail Value & Coupon) : 404,837
- (26) CAT-N-Expenses (All Other) : 2,939
- (27) Total Reportable Expenditures For Variety: \$809,103
- (28) Sporting Events: 0

(41) No

- (1) Year Covered: 1993 1994
- (2) Brand Family Name: BRISTOL
- (3) Descriptions: King ,F ,SP ,LT
- (4) Product Length: 84
- (5) Filter: X Non-Filter: _____ (check one)
- (6) Hard Pack: _____ Soft Pack: X (check one)
- (7) Menthol: _____ Non-Menthol: X Other: _____ (check one)
- (8) Num Per Pack: 20
- (9) "Tar": 10.0 10 Nicotine: 0.80 0.8 CO.: 12.0 12
- (10) Variety Units Sales: 181,495,640
- (11) Variety Dollar Sales: \$6,742,108
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- (13) CAT-A-Expenses (Newspaper) : _____ \$0
- (14) CAT-B-Expenses (Magazines) : _____ 0
- (15) CAT-C-Expenses (Outdoor) : _____ 0
- (16) CAT-D-Expenses (Audio Visual): _____ 0
- (17) CAT-E-Expenses (Public Transport.) : _____ 0
- (18) CAT-F-Expenses (Direct Mail) : _____ 0
- (19) CAT-G-Expenses (Point of Sale): _____ 12,056
- (20) CAT-H-Expenses (Promotional Allowances) : _____ 422,529
- (21) CAT-I-Expenses (samples) : _____ 24
- (22) CAT-J-Expenses (Items) : _____ 1,076
- (23) CAT-K-Expenses (Public Entertainment) : _____ 0
- (24) CAT-L-Expenses (Endorsement) : _____ 0
- (25) CAT-M-Expenses (Retail Value & Coupon) : _____ 2,554,362
- (26) CAT-N-Expenses (All Other) : _____ 0
- (27) Total Reportable Expenditures For Variety: _____ \$2,990,047
- (28) Sporting Events: _____ 0

(41) No

- (1) Year Covered: 1993 1994
- (2) Brand Family Name: BRISTOL
- (3) Descriptions: King ,F ,SP ,LT ,MEN
- (4) Product Length: 84
- (5) Filter: X Non-Filter: _____ (check one)
- (6) Hard Pack: _____ Soft Pack: X (check one)
- (7) Menthol: X Non-Menthol: _____ Other: _____ (check one)
- (8) Num Per Pack: 20
- (9) "Tar": 10.0 10 Nicotine: 0.80 0.8 CO.: 11.0 12
- (10) Variety Units Sales: 74,618,800
- (11) Variety Dollar Sales: \$2,717,217
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- (13) CAT-A-Expenses (Newspaper) : \$0
- (14) CAT-B-Expenses (Magazines) : 0
- (15) CAT-C-Expenses (Outdoor) : 0
- (16) CAT-D-Expenses (Audio Visual): 0
- (17) CAT-E-Expenses (Public Transport.) : 0
- (18) CAT-F-Expenses (Direct Mail) : 0
- (19) CAT-G-Expenses (Point of Sale): 4,957
- (20) CAT-H-Expenses (Promotional Allowances) : 173,715
- (21) CAT-I-Expenses (samples) : 10
- (22) CAT-J-Expenses (Items) : 443
- (23) CAT-K-Expenses (Public Entertainment) : 0
- (24) CAT-L-Expenses (Endorsement) : 0
- (25) CAT-M-Expenses (Retail Value & Coupon) : 1,050,182
- (26) CAT-N-Expenses (All Other) : 0
- (27) Total Reportable Expenditures For Variety: \$1,229,307
- (28) Sporting Events: 0
- (41) No

- (1) Year Covered: ~~1993~~ 1994
- (2) Brand Family Name: BRISTOL
- (3) Descriptions: 100 ,F ,SP ,LT
- (4) Product Length: 100
- (5) Filter: X Non-Filter: _____ (check one)
- (6) Hard Pack: _____ Soft Pack: X (check one)
- (7) Menthol: _____ Non-Menthol: X Other: _____ (check one)
- (8) Num Per Pack: 20
- (9) "Tar": ~~10.0~~ 10 Nicotine: ~~0.80~~ 0.8 CO.: ~~12.0~~ 13
- (10) Variety Units Sales: 214,243,760
- (11) Variety Dollar Sales: \$8,037,980
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- (13) CAT-A-Expenses (Newspaper) : _____ \$0
- (14) CAT-B-Expenses (Magazines) : _____ 0
- (15) CAT-C-Expenses (Outdoor) : _____ 0
- (16) CAT-D-Expenses (Audio Visual): _____ 0
- (17) CAT-E-Expenses (Public Transport.) : _____ 0
- (18) CAT-F-Expenses (Direct Mail) : _____ 0
- (19) CAT-G-Expenses (Point of Sale): _____ 14,231
- (20) CAT-H-Expenses (Promotional Allowances) : _____ 498,767
- (21) CAT-I-Expenses (samples) : _____ 28
- (22) CAT-J-Expenses (Items) : _____ 1,271
- (23) CAT-K-Expenses (Public Entertainment) : _____ 0
- (24) CAT-L-Expenses (Endorsement) : _____ 0
- (25) CAT-M-Expenses (Retail Value & Coupon) : _____ 3,015,258
- (26) CAT-N-Expenses (All Other) : _____ 0
- (27) Total Reportable Expenditures For Variety: _____ \$3,529,555
- (28) Sporting Events: _____ 0

(41) No

- (1) Year Covered: 1993 1994
- (2) Brand Family Name: BRISTOL
- (3) Descriptions: 100 ,F ,SP ,LT ,MEN
- (4) Product Length: 100
- (5) Filter: X Non-Filter: _____ (check one)
- (6) Hard Pack: _____ Soft Pack: X (check one)
- (7) Menthol: X Non-Menthol: _____ Other: _____ (check one)
- (8) Num Per Pack: 20
- (9) "Tar": 10.0 10 Nicotine: 0.80 0.8 CO.: 12.0 13
- (10) Variety Units Sales: 135,109,000
- (11) Variety Dollar Sales: \$4,927,674
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- (13) CAT-A-Expenses (Newspaper) : _____ \$0
- (14) CAT-B-Expenses (Magazines) : _____ 0
- (15) CAT-C-Expenses (Outdoor) : _____ 0
- (16) CAT-D-Expenses (Audio Visual): _____ 0
- (17) CAT-E-Expenses (Public Transport.) : _____ 0
- (18) CAT-F-Expenses (Direct Mail) : _____ 0
- (19) CAT-G-Expenses (Point of Sale): _____ 8,975
- (20) CAT-H-Expenses (Promotional Allowances) : _____ 314,539
- (21) CAT-I-Expenses (samples) : _____ 18
- (22) CAT-J-Expenses (Items) : _____ 801
- (23) CAT-K-Expenses (Public Entertainment) : _____ 0
- (24) CAT-L-Expenses (Endorsement) : _____ 0
- (25) CAT-M-Expenses (Retail Value & Coupon) : _____ 1,901,519
- (26) CAT-N-Expenses (All Other) : _____ 0
- (27) Total Reportable Expenditures For Variety: _____ \$2,225,852
- (28) Sporting Events: _____ 0

(41) No

- (1) Year Covered: ~~1993~~ 1994
- (2) Brand Family Name: BRISTOL
- (3) Descriptions: King ,F ,SP
- (4) Product Length: 84
- (5) Filter: X Non-Filter: _____ (check one)
- (6) Hard Pack: _____ Soft Pack: X (check one)
- (7) Menthol: _____ Non-Menthol: X Other: _____ (check one)
- (8) Num Per Pack: 20
- (9) "Tar": ~~16.0~~ /5 Nicotine: ~~1.20~~ /1 CO.: ~~15.0~~ /5
- (10) Variety Units Sales: 180,526,000
- (11) Variety Dollar Sales: \$6,787,073
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- (13) CAT-A-Expenses (Newspaper) : _____ \$0
- (14) CAT-B-Expenses (Magazines) : _____ 0
- (15) CAT-C-Expenses (Outdoor) : _____ 0
- (16) CAT-D-Expenses (Audio Visual): _____ 0
- (17) CAT-E-Expenses (Public Transport.) : _____ 0
- (18) CAT-F-Expenses (Direct Mail) : _____ 0
- (19) CAT-G-Expenses (Point of Sale): _____ 11,991
- (20) CAT-H-Expenses (Promotional Allowances) : _____ 420,271
- (21) CAT-I-Expenses (samples) : _____ 24
- (22) CAT-J-Expenses (Items) : _____ 1,071
- (23) CAT-K-Expenses (Public Entertainment) : _____ 0
- (24) CAT-L-Expenses (Endorsement) : _____ 0
- (25) CAT-M-Expenses (Retail Value & Coupon) : _____ 2,540,716
- (26) CAT-N-Expenses (All Other) : _____ 0
- (27) Total Reportable Expenditures For Variety: _____ \$2,974,073
- (28) Sporting Events: _____ 0

(41) No

- (1) Year Covered: ~~1993~~ 1994
- (2) Brand Family Name: BRISTOL
- (3) Descriptions: 100 ,F ,SP
- (4) Product Length: 100
- (5) Filter: X Non-Filter: _____ (check one)
- (6) Hard Pack: _____ Soft Pack: X (check one)
- (7) Menthol: _____ Non-Menthol: X Other: _____ (check one)
- (8) Num Per Pack: 20
- (9) "Tar": 15.0 / 5 Nicotine: 1.20 / 6 CO.: 16.0 / 6
- (10) Variety Units Sales: 181,023,820
- (11) Variety Dollar Sales: \$6,907,591
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- (13) CAT-A-Expenses (Newspaper) : _____ \$0
- (14) CAT-B-Expenses (Magazines) : _____ 0
- (15) CAT-C-Expenses (Outdoor) : _____ 0
- (16) CAT-D-Expenses (Audio Visual): _____ 0
- (17) CAT-E-Expenses (Public Transport.) : _____ 0
- (18) CAT-F-Expenses (Direct Mail) : _____ 0
- (19) CAT-G-Expenses (Point of Sale): _____ 12,024
- (20) CAT-H-Expenses (Promotional Allowances) : _____ 421,430
- (21) CAT-I-Expenses (samples) : _____ 24
- (22) CAT-J-Expenses (Items) : _____ 1,074
- (23) CAT-K-Expenses (Public Entertainment) : _____ 0
- (24) CAT-L-Expenses (Endorsement) : _____ 0
- (25) CAT-M-Expenses (Retail Value & Coupon) : _____ 2,547,722
- (26) CAT-N-Expenses (All Other) : _____ 0
- (27) Total Reportable Expenditures For Variety: _____ \$2,982,274
- (28) Sporting Events: _____ 0

(41) No

- (1) Year Covered: 1993 1994
- (2) Brand Family Name: BRISTOL
- (3) Descriptions: King ,NF ,SP
- (4) Product Length: 84
- (5) Filter: Non-Filter: X (check one)
- (6) Hard Pack: Soft Pack: X (check one)
- (7) Menthol: Non-Menthol: X Other: (check one)
- (8) Num Per Pack: 20
- (9) "Tar": 27.0 27 Nicotine: 1.70 1.7 CO.: 17.0 16
- (10) Variety Units Sales: 70,582,800
- (11) Variety Dollar Sales: \$2,706,822
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- (13) CAT-A-Expenses (Newspaper) : \$0
- (14) CAT-B-Expenses (Magazines) : 0
- (15) CAT-C-Expenses (Outdoor) : 0
- (16) CAT-D-Expenses (Audio Visual): 0
- (17) CAT-E-Expenses (Public Transport.) : 0
- (18) CAT-F-Expenses (Direct Mail) : 0
- (19) CAT-G-Expenses (Point of Sale): 4,688
- (20) CAT-H-Expenses (Promotional Allowances) : 164,319
- (21) CAT-I-Expenses (samples) : 9
- (22) CAT-J-Expenses (Items) : 419
- (23) CAT-K-Expenses (Public Entertainment) : 0
- (24) CAT-L-Expenses (Endorsement) : 0
- (25) CAT-M-Expenses (Retail Value & Coupon) : 993,379
- (26) CAT-N-Expenses (All Other) : 0
- (27) Total Reportable Expenditures For Variety: \$1,162,814
- (28) Sporting Events: 0

(41) No

- (1) Year Covered: 1993 1994
- (2) Brand Family Name: BRISTOL
- (3) Descriptions: 100 ,F ,SP ,ULTRA-LT
- (4) Product Length: 100
- (5) Filter: X Non-Filter: _____ (check one)
- (6) Hard Pack: _____ Soft Pack: X (check one)
- (7) Menthol: _____ Non-Menthol: X Other: _____ (check one)
- (8) Num Per Pack: 20
- (9) "Tar": 5.0 5 Nicotine: 0.50 0.5 CO.: 7.0 7
- (10) Variety Units Sales: 117,395,800
- (11) Variety Dollar Sales: \$4,360,730
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- (13) CAT-A-Expenses (Newspaper) : _____ \$0
- (14) CAT-B-Expenses (Magazines) : _____ 0
- (15) CAT-C-Expenses (Outdoor) : _____ 0
- (16) CAT-D-Expenses (Audio Visual): _____ 0
- (17) CAT-E-Expenses (Public Transport.) : _____ 0
- (18) CAT-F-Expenses (Direct Mail) : _____ 0
- (19) CAT-G-Expenses (Point of Sale): _____ 7,798
- (20) CAT-H-Expenses (Promotional Allowances) : _____ 273,302
- (21) CAT-I-Expenses (samples) : _____ 16
- (22) CAT-J-Expenses (Items) : _____ 696
- (23) CAT-K-Expenses (Public Entertainment) : _____ 0
- (24) CAT-L-Expenses (Endorsement) : _____ 0
- (25) CAT-M-Expenses (Retail Value & Coupon) : _____ 1,652,224
- (26) CAT-N-Expenses (All Other) : _____ 0
- (27) Total Reportable Expenditures For Variety: _____ \$1,934,036
- (28) Sporting Events: _____ 0

(41) No

- (1) Year Covered: ~~1993~~ 1994
- (2) Brand Family Name: BRISTOL
- (3) Descriptions: King ,F ,SP ,LOWEST
- (4) Product Length: 84
- (5) Filter: X Non-Filter: _____ (check one)
- (6) Hard Pack: _____ Soft Pack: X (check one)
- (7) Menthol: _____ Non-Menthol: X Other: _____ (check one)
- (8) Num Per Pack: 20
- (9) "Tar": 1.0 / Nicotine: 0.10 0.1 CO.: 1.0 /
- (10) Variety Units Sales: 14,559,600
- (11) Variety Dollar Sales: \$556,347
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- (13) CAT-A-Expenses (Newspaper) : _____ \$0
- (14) CAT-B-Expenses (Magazines) : _____ 0
- (15) CAT-C-Expenses (Outdoor) : _____ 0
- (16) CAT-D-Expenses (Audio Visual): _____ 0
- (17) CAT-E-Expenses (Public Transport.) : _____ 0
- (18) CAT-F-Expenses (Direct Mail) : _____ 0
- (19) CAT-G-Expenses (Point of Sale): _____ 967
- (20) CAT-H-Expenses (Promotional Allowances) : _____ 33,895
- (21) CAT-I-Expenses (samples) : _____ 2
- (22) CAT-J-Expenses (Items) : _____ 86
- (23) CAT-K-Expenses (Public Entertainment) : _____ 0
- (24) CAT-L-Expenses (Endorsement) : _____ 0
- (25) CAT-M-Expenses (Retail Value & Coupon) : _____ 204,911
- (26) CAT-N-Expenses (All Other) : _____ 0
- (27) Total Reportable Expenditures For Variety: _____ \$239,861
- (28) Sporting Events: _____ 0

(41) Yes

- (1) Year Covered: 1993-1994
- (2) Brand Family Name: BRISTOL
- (3) Descriptions: 100 ,F ,SP ,LOWEST
- (4) Product Length: 100
- (5) Filter: X Non-Filter: _____ (check one)
- (6) Hard Pack: _____ Soft Pack: X (check one)
- (7) Menthol: _____ Non-Menthol: X Other: _____ (check one)
- (8) Num Per Pack: 20
- (9) "Tar": 2.0 2 Nicotine: 0.20 0.2 CO.: 3.0 3
- (10) Variety Units Sales: 24,176,400
- (11) Variety Dollar Sales: \$930,957
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- (13) CAT-A-Expenses (Newspaper) : _____ \$0
- (14) CAT-B-Expenses (Magazines) : _____ 0
- (15) CAT-C-Expenses (Outdoor) : _____ 0
- (16) CAT-D-Expenses (Audio Visual): _____ 0
- (17) CAT-E-Expenses (Public Transport.) : _____ 0
- (18) CAT-F-Expenses (Direct Mail) : _____ 0
- (19) CAT-G-Expenses (Point of Sale): _____ 1,606
- (20) CAT-H-Expenses (Promotional Allowances) : _____ 56,284
- (21) CAT-I-Expenses (samples) : _____ 3
- (22) CAT-J-Expenses (Items) : _____ 143
- (23) CAT-K-Expenses (Public Entertainment) : _____ 0
- (24) CAT-L-Expenses (Endorsement) : _____ 0
- (25) CAT-M-Expenses (Retail Value & Coupon) : _____ 340,257
- (26) CAT-N-Expenses (All Other) : _____ 0
- (27) Total Reportable Expenditures For Variety: _____ \$398,293
- (28) Sporting Events: _____ 0

(41) Yes

- (1) Year Covered: ~~1993~~ 1994
- (2) Brand Family Name: BUCKS
- (3) Descriptions: King ,F ,SP
- (4) Product Length: 84
- (5) Filter: X Non-Filter: (check one)
- (6) Hard Pack: Soft Pack: X (check one)
- (7) Menthol: Non-Menthol: X Other: (check one)
- (8) Num Per Pack: 20
- (9) "Tar": ~~14.0~~ 14 Nicotine: ~~1.00~~ 1.0 CO.: ~~13.0~~ 13
- (10) Variety Units Sales: 108,974,600
- (11) Variety Dollar Sales: \$4,109,647
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- (13) CAT-A-Expenses (Newspaper) : \$0
- (14) CAT-B-Expenses (Magazines) : 0
- (15) CAT-C-Expenses (Outdoor) : 21,051
- (16) CAT-D-Expenses (Audio Visual): 0
- (17) CAT-E-Expenses (Public Transport.) : 0
- (18) CAT-F-Expenses (Direct Mail) : 0
- (19) CAT-G-Expenses (Point of Sale): 0
- (20) CAT-H-Expenses (Promotional Allowances) : 326,305
- (21) CAT-I-Expenses (samples) : 15
- (22) CAT-J-Expenses (Items) : 36,019
- (23) CAT-K-Expenses (Public Entertainment) : 0
- (24) CAT-L-Expenses (Endorsement) : 0
- (25) CAT-M-Expenses (Retail Value & Coupon) : 436,415
- (26) CAT-N-Expenses (All Other) : 209
- (27) Total Reportable Expenditures For Variety: \$820,014
- (28) Sporting Events: 0

(41) No

- (1) Year Covered: 1993 1994
- (2) Brand Family Name: BUCKS
- (3) Descriptions: King ,F ,SP ,LT
- (4) Product Length: 84
- (5) Filter: X Non-Filter: _____ (check one)
- (6) Hard Pack: _____ Soft Pack: X (check one)
- (7) Menthol: _____ Non-Menthol: X Other: _____ (check one)
- (8) Num Per Pack: 20
- (9) "Tar": 11.0 / 0 Nicotine: 0.80 0.8 CO.: 12.0 12
- (10) Variety Units Sales: 100,739,400
- (11) Variety Dollar Sales: \$3,784,351
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- (13) CAT-A-Expenses (Newspaper) : _____ \$0
- (14) CAT-B-Expenses (Magazines) : _____ 0
- (15) CAT-C-Expenses (Outdoor) : _____ 19,461
- (16) CAT-D-Expenses (Audio Visual): _____ 0
- (17) CAT-E-Expenses (Public Transport.) : _____ 0
- (18) CAT-F-Expenses (Direct Mail) : _____ 0
- (19) CAT-G-Expenses (Point of Sale): _____ 0
- (20) CAT-H-Expenses (Promotional Allowances) : _____ 301,646
- (21) CAT-I-Expenses (samples) : _____ 13
- (22) CAT-J-Expenses (Items) : _____ 33,298
- (23) CAT-K-Expenses (Public Entertainment) : _____ 0
- (24) CAT-L-Expenses (Endorsement) : _____ 0
- (25) CAT-M-Expenses (Retail Value & Coupon) : _____ 403,436
- (26) CAT-N-Expenses (All Other) : _____ 193
- (27) Total Reportable Expenditures For Variety: _____ \$758,047
- (28) Sporting Events: _____ 0

(41) No

- (1) Year Covered: ~~1993~~ 1994
- (2) Brand Family Name: CAMBRIDGE
- (3) Descriptions: 100 ,F ,SP ,ULTRA-LT
- (4) Product Length: 100
- (5) Filter: X Non-Filter: (check one)
- (6) Hard Pack: Soft Pack: X (check one)
- (7) Menthol: Non-Menthol: X Other: (check one)
- (8) Num Per Pack: 20
- (9) "Tar": 5.0 5 Nicotine: 0.40 0.4 CO.: 7.0 8
- (10) Variety Units Sales: 1,413,684,000
- (11) Variety Dollar Sales: \$58,372,487
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- (13) CAT-A-Expenses (Newspaper) : \$0
- (14) CAT-B-Expenses (Magazines) : 386,584
- (15) CAT-C-Expenses (Outdoor) : 0
- (16) CAT-D-Expenses (Audio Visual): 0
- (17) CAT-E-Expenses (Public Transport.) : 0
- (18) CAT-F-Expenses (Direct Mail) : 0
- (19) CAT-G-Expenses (Point of Sale): 688,489
- (20) CAT-H-Expenses (Promotional Allowances) : 3,901,238
- (21) CAT-I-Expenses (samples) : 17,698
- (22) CAT-J-Expenses (Items) : 2,263,343
- (23) CAT-K-Expenses (Public Entertainment) : 4,515
- (24) CAT-L-Expenses (Endorsement) : 0
- (25) CAT-M-Expenses (Retail Value & Coupon) : 24,694,273
- (26) CAT-N-Expenses (All Other) : 15,496
- (27) Total Reportable Expenditures For Variety: \$31,971,636
- (28) Sporting Events: 0

(41) No

- (1) Year Covered: ~~1993~~ 1994
- (2) Brand Family Name: CAMBRIDGE
- (3) Descriptions: King ,F ,SP ,LT
- (4) Product Length: 84
- (5) Filter: X Non-Filter: _____ (check one)
- (6) Hard Pack: _____ Soft Pack: X (check one)
- (7) Menthol: _____ Non-Menthol: X Other: _____ (check one)
- (8) Num Per Pack: 20
- (9) "Tar": 11.0 10 Nicotine: 0.80 0.8 CO.: 12.0 12
- (10) Variety Units Sales: 1,276,370,400
- (11) Variety Dollar Sales: \$52,267,394
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- (13) CAT-A-Expenses (Newspaper) : \$0
- (14) CAT-B-Expenses (Magazines) : 349,035
- (15) CAT-C-Expenses (Outdoor) : 0
- (16) CAT-D-Expenses (Audio Visual): 0
- (17) CAT-E-Expenses (Public Transport.) : 0
- (18) CAT-F-Expenses (Direct Mail) : 0
- (19) CAT-G-Expenses (Point of Sale): 621,614
- (20) CAT-H-Expenses (Promotional Allowances) : 3,522,304
- (21) CAT-I-Expenses (samples) : 15,979
- (22) CAT-J-Expenses (Items) : 2,043,501
- (23) CAT-K-Expenses (Public Entertainment) : 4,076
- (24) CAT-L-Expenses (Endorsement) : 0
- (25) CAT-M-Expenses (Retail Value & Coupon) : 22,295,675
- (26) CAT-N-Expenses (All Other) : 13,991
- (27) Total Reportable Expenditures For Variety: \$28,866,175
- (28) Sporting Events: 0

(41) No

- (1) Year Covered: 1993 1994
- (2) Brand Family Name: CAMBRIDGE
- (3) Descriptions: King ,F ,SP ,LT ,MEN
- (4) Product Length: 84
- (5) Filter: X Non-Filter: _____ (check one)
- (6) Hard Pack: _____ Soft Pack: X (check one)
- (7) Menthol: X Non-Menthol: _____ Other: _____ (check one)
- (8) Num Per Pack: 20
- (9) "Tar": 11.0 / 10 Nicotine: 0.80 0.8 CO.: 12.0 / 12
- (10) Variety Units Sales: 448,699,000
- (11) Variety Dollar Sales: \$18,839,964
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- (13) CAT-A-Expenses (Newspaper) : \$0
- (14) CAT-B-Expenses (Magazines) : 122,701
- (15) CAT-C-Expenses (Outdoor) : 0
- (16) CAT-D-Expenses (Audio Visual): 0
- (17) CAT-E-Expenses (Public Transport.) : 0
- (18) CAT-F-Expenses (Direct Mail) : 0
- (19) CAT-G-Expenses (Point of Sale): 218,524
- (20) CAT-H-Expenses (Promotional Allowances) : 1,238,241
- (21) CAT-I-Expenses (samples) : 5,617
- (22) CAT-J-Expenses (Items) : 718,378
- (23) CAT-K-Expenses (Public Entertainment) : 1,433
- (24) CAT-L-Expenses (Endorsement) : 0
- (25) CAT-M-Expenses (Retail Value & Coupon) : 7,837,887
- (26) CAT-N-Expenses (All Other) : 4,918
- (27) Total Reportable Expenditures For Variety: \$10,147,699
- (28) Sporting Events: 0

(41) No

- (1) Year Covered: ~~1993~~ 1994
- (2) Brand Family Name: CAMBRIDGE
- (3) Descriptions: 100 ,F ,SP ,LT
- (4) Product Length: 100
- (5) Filter: X Non-Filter: _____ (check one)
- (6) Hard Pack: _____ Soft Pack: X (check one)
- (7) Menthol: _____ Non-Menthol: X Other: _____ (check one)
- (8) Num Per Pack: 20
- (9) "Tar": ~~11.0~~ 10 Nicotine: ~~0.80~~ 0.8 CO.: ~~13.0~~ 13
- (10) Variety Units Sales: 1,919,325,600
- (11) Variety Dollar Sales: \$77,912,399
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- (13) CAT-A-Expenses (Newspaper) : \$0
- (14) CAT-B-Expenses (Magazines) : 524,856
- (15) CAT-C-Expenses (Outdoor) : 0
- (16) CAT-D-Expenses (Audio Visual): 0
- (17) CAT-E-Expenses (Public Transport.) : 0
- (18) CAT-F-Expenses (Direct Mail) : 0
- (19) CAT-G-Expenses (Point of Sale): 934,745
- (20) CAT-H-Expenses (Promotional Allowances) : 5,296,619
- (21) CAT-I-Expenses (samples) : 24,028
- (22) CAT-J-Expenses (Items) : 3,072,888
- (23) CAT-K-Expenses (Public Entertainment) : 6,129
- (24) CAT-L-Expenses (Endorsement) : 0
- (25) CAT-M-Expenses (Retail Value & Coupon) : 33,526,835
- (26) CAT-N-Expenses (All Other) : 21,039
- (27) Total Reportable Expenditures For Variety: \$43,407,139
- (28) Sporting Events: 0

(41) No

- (1) Year Covered: ~~1993~~ 1994
- (2) Brand Family Name: CAMBRIDGE
- (3) Descriptions: 100 ,F ,SP ,LT ,MEN
- (4) Product Length: 100
- (5) Filter: X Non-Filter: _____ (check one)
- (6) Hard Pack: _____ Soft Pack: X (check one)
- (7) Menthol: X Non-Menthol: _____ Other: _____ (check one)
- (8) Num Per Pack: 20
- (9) "Tar": ~~10.0~~ 10 Nicotine: ~~0.80~~ 0.8 CO.: ~~12.0~~ 13
- (10) Variety Units Sales: 1,094,822,000
- (11) Variety Dollar Sales: \$45,339,699
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- (13) CAT-A-Expenses (Newspaper) : \$0
- (14) CAT-B-Expenses (Magazines) : 299,389
- (15) CAT-C-Expenses (Outdoor) : 0
- (16) CAT-D-Expenses (Audio Visual): 0
- (17) CAT-E-Expenses (Public Transport.) : 0
- (18) CAT-F-Expenses (Direct Mail) : 0
- (19) CAT-G-Expenses (Point of Sale): 533,197
- (20) CAT-H-Expenses (Promotional Allowances) : 3,021,298
- (21) CAT-I-Expenses (samples) : 13,706
- (22) CAT-J-Expenses (Items) : 1,752,837
- (23) CAT-K-Expenses (Public Entertainment) : 3,496
- (24) CAT-L-Expenses (Endorsement) : 0
- (25) CAT-M-Expenses (Retail Value & Coupon) : 19,124,383
- (26) CAT-N-Expenses (All Other) : 12,001
- (27) Total Reportable Expenditures For Variety: \$24,760,307
- (28) Sporting Events: 0

(41) No

- (1) Year Covered: ~~1993~~ 1994
- (2) Brand Family Name: CAMBRIDGE
- (3) Descriptions: King ,F ,SP ,FULL-FLA
- (4) Product Length: 84
- (5) Filter: X Non-Filter: _____ (check one)
- (6) Hard Pack: _____ Soft Pack: X (check one)
- (7) Menthol: _____ Non-Menthol: X Other: _____ (check one)
- (8) Num Per Pack: 20
- (9) "Tar": ~~16.0~~ 15 Nicotine: ~~1.10~~ 1.0 CO.: ~~15.0~~ 15
- (10) Variety Units Sales: 947,541,700
- (11) Variety Dollar Sales: \$39,148,914
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- (13) CAT-A-Expenses (Newspaper) : \$0
- (14) CAT-B-Expenses (Magazines) : 259,113
- (15) CAT-C-Expenses (Outdoor) : 0
- (16) CAT-D-Expenses (Audio Visual): 0
- (17) CAT-E-Expenses (Public Transport.) : 0
- (18) CAT-F-Expenses (Direct Mail) : 0
- (19) CAT-G-Expenses (Point of Sale): 461,469
- (20) CAT-H-Expenses (Promotional Allowances) : 2,614,860
- (21) CAT-I-Expenses (samples) : 11,862
- (22) CAT-J-Expenses (Items) : 1,517,038
- (23) CAT-K-Expenses (Public Entertainment) : 3,026
- (24) CAT-L-Expenses (Endorsement) : 0
- (25) CAT-M-Expenses (Retail Value & Coupon) : 16,551,686
- (26) CAT-N-Expenses (All Other) : 10,387
- (27) Total Reportable Expenditures For Variety: \$21,429,441
- (28) Sporting Events: 0

(41) No

- (1) Year Covered: ~~1993~~ 1994
- (2) Brand Family Name: CAMBRIDGE
- (3) Descriptions: 100 ,F ,SP ,FULL-FLA
- (4) Product Length: 100
- (5) Filter: X Non-Filter: (check one)
- (6) Hard Pack: Soft Pack: X (check one)
- (7) Menthol: Non-Menthol: X Other: (check one)
- (8) Num Per Pack: 20
- (9) "Tar": ~~16.0~~ 15 Nicotine: ~~1.10~~ 1.1 CO.: ~~17.0~~ 17
- (10) Variety Units Sales: 1,243,807,260
- (11) Variety Dollar Sales: \$51,082,981
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- (13) CAT-A-Expenses (Newspaper) : \$0
- (14) CAT-B-Expenses (Magazines) : 340,130
- (15) CAT-C-Expenses (Outdoor) : 0
- (16) CAT-D-Expenses (Audio Visual): 0
- (17) CAT-E-Expenses (Public Transport.) : 0
- (18) CAT-F-Expenses (Direct Mail) : 0
- (19) CAT-G-Expenses (Point of Sale): 605,756
- (20) CAT-H-Expenses (Promotional Allowances) : 3,432,442
- (21) CAT-I-Expenses (samples) : 15,571
- (22) CAT-J-Expenses (Items) : 1,991,366
- (23) CAT-K-Expenses (Public Entertainment) : 3,972
- (24) CAT-L-Expenses (Endorsement) : 0
- (25) CAT-M-Expenses (Retail Value & Coupon) : 21,726,861
- (26) CAT-N-Expenses (All Other) : 13,634
- (27) Total Reportable Expenditures For Variety: \$28,129,732
- (28) Sporting Events: 0

(41) No

- (1) Year Covered: ~~1999~~ 1994
- (2) Brand Family Name: CAMBRIDGE
- (3) Descriptions: King ,F ,SP ,LOWEST
- (4) Product Length: 84
- (5) Filter: X Non-Filter: _____ (check one)
- (6) Hard Pack: _____ Soft Pack: X (check one)
- (7) Menthol: _____ Non-Menthol: X Other: _____ (check one)
- (8) Num Per Pack: 20
- (9) "Tar": 1.0 / Nicotine: 0.10 0.2 CO.: 1.0 2
- (10) Variety Units Sales: 139,227,600
- (11) Variety Dollar Sales: \$5,894,674
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- (13) CAT-A-Expenses (Newspaper) : \$0
- (14) CAT-B-Expenses (Magazines) : 38,073
- (15) CAT-C-Expenses (Outdoor) : 0
- (16) CAT-D-Expenses (Audio Visual): 0
- (17) CAT-E-Expenses (Public Transport.) : 0
- (18) CAT-F-Expenses (Direct Mail) : 0
- (19) CAT-G-Expenses (Point of Sale): 67,806
- (20) CAT-H-Expenses (Promotional Allowances) : 384,216
- (21) CAT-I-Expenses (samples) : 1,743
- (22) CAT-J-Expenses (Items) : 222,907
- (23) CAT-K-Expenses (Public Entertainment) : 445
- (24) CAT-L-Expenses (Endorsement) : 0
- (25) CAT-M-Expenses (Retail Value & Coupon) : 2,432,032
- (26) CAT-N-Expenses (All Other) : 1,526
- (27) Total Reportable Expenditures For Variety: \$3,148,748
- (28) Sporting Events: 0

(41) Yes

- (1) Year Covered: 1993 1994
- (2) Brand Family Name: CAMBRIDGE
- (3) Descriptions: 100 F, SP, LOWEST
- (4) Product Length: 100
- (5) Filter: X Non-Filter: _____ (check one)
- (6) Hard Pack: _____ Soft Pack: X (check one)
- (7) Menthol: _____ Non-Menthol: X Other: _____ (check one)
- (8) Num Per Pack: 20
- (9) "Tar": 2.0 2 Nicotine: 0.20 0.2 CO.: 3.0 3
- (10) Variety Units Sales: 284,232,000
- (11) Variety Dollar Sales: \$12,207,489
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- (13) CAT-A-Expenses (Newspaper) : \$0
- (14) CAT-B-Expenses (Magazines) : 77,725
- (15) CAT-C-Expenses (Outdoor) : 0
- (16) CAT-D-Expenses (Audio Visual): 0
- (17) CAT-E-Expenses (Public Transport.) : 0
- (18) CAT-F-Expenses (Direct Mail) : 0
- (19) CAT-G-Expenses (Point of Sale): 138,426
- (20) CAT-H-Expenses (Promotional Allowances) : 784,374
- (21) CAT-I-Expenses (samples) : 3,558
- (22) CAT-J-Expenses (Items) : 455,064
- (23) CAT-K-Expenses (Public Entertainment) : 908
- (24) CAT-L-Expenses (Endorsement) : 0
- (25) CAT-M-Expenses (Retail Value & Coupon) : 4,964,974
- (26) CAT-N-Expenses (All Other) : 3,116
- (27) Total Reportable Expenditures For Variety: \$6,428,145
- (28) Sporting Events: 0

(41) yes

- (1) Year Covered: 1993 1994
- (2) Brand Family Name: ANADIAN PLAYER *Canadian Players*
- (3) Descriptions: Reg ,F ,HP
- (4) Product Length: 72
- (5) Filter: X Non-Filter: (check one)
- (6) Hard Pack: X Soft Pack: (check one)
- (7) Menthol: Non-Menthol: X Other: (check one)
- (8) Num Per Pack: 25
- (9) "Tar": 16 Nicotine: 1.4 CO.: 17
- (10) Variety Units Sales: 15,976,800
- (11) Variety Dollar Sales: \$1,131,318
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- (13) CAT-A-Expenses (Newspaper) : \$0
- (14) CAT-B-Expenses (Magazines) : 0
- (15) CAT-C-Expenses (Outdoor) : 0
- (16) CAT-D-Expenses (Audio Visual): 0
- (17) CAT-E-Expenses (Public Transport.) : 0
- (18) CAT-F-Expenses (Direct Mail) : 0
- (19) CAT-G-Expenses (Point of Sale): 0
- (20) CAT-H-Expenses (Promotional Allowances) : 0
- (21) CAT-I-Expenses (samples) : 0
- (22) CAT-J-Expenses (Items) : 0
- (23) CAT-K-Expenses (Public Entertainment) : 0
- (24) CAT-L-Expenses (Endorsement) : 0
- (25) CAT-M-Expenses (Retail Value & Coupon) : 0
- (26) CAT-N-Expenses (All Other) : 0
- (27) Total Reportable Expenditures For Variety: \$0
- (28) Sporting Events: 0

(41) Yes

- (1) Year Covered: ~~1993~~ 1994
- (2) Brand Family Name: ANADIAN PLAYER *Canadian Players*
- (3) Descriptions: Reg ,F ,HP ,MEDIUM
- (4) Product Length: 72
- (5) Filter: X Non-Filter: _____ (check one)
- (6) Hard Pack: X Soft Pack: _____ (check one)
- (7) Menthol: _____ Non-Menthol: X Other: _____ (check one)
- (8) Num Per Pack: 25
- (9) "Tar": 13 Nicotine: 1.2 CO.: 15
- (10) Variety Units Sales: 2,463,400
- (11) Variety Dollar Sales: \$172,970
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- (13) CAT-A-Expenses (Newspaper) : _____ \$0
- (14) CAT-B-Expenses (Magazines) : _____ 0
- (15) CAT-C-Expenses (Outdoor) : _____ 0
- (16) CAT-D-Expenses (Audio Visual): _____ 0
- (17) CAT-E-Expenses (Public Transport.) : _____ 0
- (18) CAT-F-Expenses (Direct Mail) : _____ 0
- (19) CAT-G-Expenses (Point of Sale): _____ 0
- (20) CAT-H-Expenses (Promotional Allowances) : _____ 0
- (21) CAT-I-Expenses (samples) : _____ 0
- (22) CAT-J-Expenses (Items) : _____ 0
- (23) CAT-K-Expenses (Public Entertainment) : _____ 0
- (24) CAT-L-Expenses (Endorsement) : _____ 0
- (25) CAT-M-Expenses (Retail Value & Coupon) : _____ 0
- (26) CAT-N-Expenses (All Other) : _____ 0
- (27) Total Reportable Expenditures For Variety: _____ \$0
- (28) Sporting Events: _____ 0

(41) yes

- (1) Year Covered: 1993 1994
- (2) Brand Family Name: ANADIAN PLAYER *Canadian Players*
- (3) Descriptions: Reg .F .HP .LT
- (4) Product Length: 72
- (5) Filter: X Non-Filter: _____ (check one)
- (6) Hard Pack: X Soft Pack: _____ (check one)
- (7) Menthol: _____ Non-Menthol: X Other: _____ (check one)
- (8) Num Per Pack: 25
- (9) "Tar": 13 Nicotine: 1.1 CO.: 11
- (10) Variety Units Sales: 40,278,800
- (11) Variety Dollar Sales: \$2,838,687
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- (13) CAT-A-Expenses (Newspaper) : _____ \$0
- (14) CAT-B-Expenses (Magazines) : _____ 0
- (15) CAT-C-Expenses (Outdoor) : _____ 0
- (16) CAT-D-Expenses (Audio Visual): _____ 0
- (17) CAT-E-Expenses (Public Transport.) : _____ 0
- (18) CAT-F-Expenses (Direct Mail) : _____ 0
- (19) CAT-G-Expenses (Point of Sale): _____ 0
- (20) CAT-H-Expenses (Promotional Allowances) : _____ 0
- (21) CAT-I-Expenses (samples) : _____ 0
- (22) CAT-J-Expenses (Items) : _____ 0
- (23) CAT-K-Expenses (Public Entertainment) : _____ 0
- (24) CAT-L-Expenses (Endorsement) : _____ 0
- (25) CAT-M-Expenses (Retail Value & Coupon) : _____ 0
- (26) CAT-N-Expenses (All Other) : _____ 0
- (27) Total Reportable Expenditures For Variety: _____ \$0
- (28) Sporting Events: _____ 0

(41) Yes

- (1) Year Covered: ~~1993~~ 1994
- (2) Brand Family Name: ANADIAN PLAYER *Canadian Players*
- (3) Descriptions: Reg ,F ,HP ,LT ,SMOOTH
- (4) Product Length: 72
- (5) Filter: X Non-Filter: _____ (check one)
- (6) Hard Pack: X Soft Pack: _____ (check one)
- (7) Menthol: _____ Non-Menthol: X Other: _____ (check one)
- (8) Num Per Pack: 25
- (9) "Tar": 13 Nicotine: 1.2 CO.: 13
- (10) Variety Units Sales: 2,452,000
- (11) Variety Dollar Sales: \$171,937
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- (13) CAT-A-Expenses (Newspaper) : _____ \$0
- (14) CAT-B-Expenses (Magazines) : _____ 0
- (15) CAT-C-Expenses (Outdoor) : _____ 0
- (16) CAT-D-Expenses (Audio Visual): _____ 0
- (17) CAT-E-Expenses (Public Transport.) : _____ 0
- (18) CAT-F-Expenses (Direct Mail) : _____ 0
- (19) CAT-G-Expenses (Point of Sale): _____ 0
- (20) CAT-H-Expenses (Promotional Allowances) : _____ 0
- (21) CAT-I-Expenses (samples) : _____ 0
- (22) CAT-J-Expenses (Items) : _____ 0
- (23) CAT-K-Expenses (Public Entertainment) : _____ 0
- (24) CAT-L-Expenses (Endorsement) : _____ 0
- (25) CAT-M-Expenses (Retail Value & Coupon) : _____ 0
- (26) CAT-N-Expenses (All Other) : _____ 0
- (27) Total Reportable Expenditures For Variety: _____ \$0
- (28) Sporting Events: _____ 0

(41) yes

- (1) Year Covered: ~~1993~~ 1994
- (2) Brand Family Name: ANADIAN PLAYER *Canadian Players*
- (3) Descriptions: Reg ,F ,HP ,EXTRA-LT
- (4) Product Length: 72
- (5) Filter: X Non-Filter: _____ (check one)
- (6) Hard Pack: X Soft Pack: _____ (check one)
- (7) Menthol: _____ Non-Menthol: X Other: _____ (check one)
- (8) Num Per Pack: 25
- (9) "Tar": 10 Nicotine: 1.0 CO.: 9
- (10) Variety Units Sales: 5,936,200
- (11) Variety Dollar Sales: \$419,299
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- (13) CAT-A-Expenses (Newspaper) : _____ \$0
- (14) CAT-B-Expenses (Magazines) : _____ 0
- (15) CAT-C-Expenses (Outdoor) : _____ 0
- (16) CAT-D-Expenses (Audio Visual): _____ 0
- (17) CAT-E-Expenses (Public Transport.) : _____ 0
- (18) CAT-F-Expenses (Direct Mail) : _____ 0
- (19) CAT-G-Expenses (Point of Sale): _____ 0
- (20) CAT-H-Expenses (Promotional Allowances) : _____ 0
- (21) CAT-I-Expenses (samples) : _____ 0
- (22) CAT-J-Expenses (Items) : _____ 0
- (23) CAT-K-Expenses (Public Entertainment) : _____ 0
- (24) CAT-L-Expenses (Endorsement) : _____ 0
- (25) CAT-M-Expenses (Retail Value & Coupon) : _____ 0
- (26) CAT-N-Expenses (All Other) : _____ 0
- (27) Total Reportable Expenditures For Variety: _____ \$0
- (28) Sporting Events: _____ 0

(41) Yes

- (1) Year Covered: ~~1993~~ 1994
- (2) Brand Family Name: ANADIAN PLAYER *Canadian Players*
- (3) Descriptions: King ,F ,HP ,LT
- (4) Product Length: 84
- (5) Filter: X Non-Filter: _____ (check one)
- (6) Hard Pack: X Soft Pack: _____ (check one)
- (7) Menthol: _____ Non-Menthol: X Other: _____ (check one)
- (8) Num Per Pack: 25
- (9) "Tar": 14 Nicotine: 1.3 CO.: 15
- (10) Variety Units Sales: 14,941,000
- (11) Variety Dollar Sales: \$1,047,594
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- (13) CAT-A-Expenses (Newspaper) : _____ \$0
- (14) CAT-B-Expenses (Magazines) : _____ 0
- (15) CAT-C-Expenses (Outdoor) : _____ 0
- (16) CAT-D-Expenses (Audio Visual): _____ 0
- (17) CAT-E-Expenses (Public Transport.) : _____ 0
- (18) CAT-F-Expenses (Direct Mail) : _____ 0
- (19) CAT-G-Expenses (Point of Sale): _____ 0
- (20) CAT-H-Expenses (Promotional Allowances) : _____ 0
- (21) CAT-I-Expenses (samples) : _____ 0
- (22) CAT-J-Expenses (Items) : _____ 0
- (23) CAT-K-Expenses (Public Entertainment) : _____ 0
- (24) CAT-L-Expenses (Endorsement) : _____ 0
- (25) CAT-M-Expenses (Retail Value & Coupon) : _____ 0
- (26) CAT-N-Expenses (All Other) : _____ 0
- (27) Total Reportable Expenditures For Variety: _____ \$0
- (28) Sporting Events: _____ 0

(41) Yes

- (1) Year Covered: ~~1993~~ 1994
- (2) Brand Family Name: ANADIAN PLAYER *Canadian Players*
- (3) Descriptions: King ,F ,HP ,LT ,SMOOTH
- (4) Product Length: 84
- (5) Filter: X Non-Filter: _____ (check one)
- (6) Hard Pack: X Soft Pack: _____ (check one)
- (7) Menthol: _____ Non-Menthol: X Other: _____ (check one)
- (8) Num Per Pack: 25
- (9) "Tar": 13 Nicotine: 1.3 CO.: 16
- (10) Variety Units Sales: 1,752,000
- (11) Variety Dollar Sales: \$122,702
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- (13) CAT-A-Expenses (Newspaper) : _____ \$0
- (14) CAT-B-Expenses (Magazines) : _____ 0
- (15) CAT-C-Expenses (Outdoor) : _____ 0
- (16) CAT-D-Expenses (Audio Visual): _____ 0
- (17) CAT-E-Expenses (Public Transport.) : _____ 0
- (18) CAT-F-Expenses (Direct Mail) : _____ 0
- (19) CAT-G-Expenses (Point of Sale): _____ 0
- (20) CAT-H-Expenses (Promotional Allowances) : _____ 0
- (21) CAT-I-Expenses (samples) : _____ 0
- (22) CAT-J-Expenses (Items) : _____ 0
- (23) CAT-K-Expenses (Public Entertainment) : _____ 0
- (24) CAT-L-Expenses (Endorsement) : _____ 0
- (25) CAT-M-Expenses (Retail Value & Coupon) : _____ 0
- (26) CAT-N-Expenses (All Other) : _____ 0
- (27) Total Reportable Expenditures For Variety: _____ \$0
- (28) Sporting Events: _____ 0

(41) Yes

- (1) Year Covered: 1993-1994
- (2) Brand Family Name: ANADIAN PLAYER *Canadian Players*
- (3) Descriptions: King ,F ,HP ,EXTRA-LT
- (4) Product Length: 84
- (5) Filter: X Non-Filter: (check one)
- (6) Hard Pack: X Soft Pack: (check one)
- (7) Menthol: Non-Menthol: X Other: (check one)
- (8) Num Per Pack: 25
- (9) "Tar": 11 Nicotine: 1.2 CO.: 12
- (10) Variety Units Sales: 2,464,200
- (11) Variety Dollar Sales: \$172,044
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- (13) CAT-A-Expenses (Newspaper) : \$0
- (14) CAT-B-Expenses (Magazines) : 0
- (15) CAT-C-Expenses (Outdoor) : 0
- (16) CAT-D-Expenses (Audio Visual): 0
- (17) CAT-E-Expenses (Public Transport.) : 0
- (18) CAT-F-Expenses (Direct Mail) : 0
- (19) CAT-G-Expenses (Point of Sale): 0
- (20) CAT-H-Expenses (Promotional Allowances) : 0
- (21) CAT-I-Expenses (samples) : 0
- (22) CAT-J-Expenses (Items) : 0
- (23) CAT-K-Expenses (Public Entertainment) : 0
- (24) CAT-L-Expenses (Endorsement) : 0
- (25) CAT-M-Expenses (Retail Value & Coupon) : 0
- (26) CAT-N-Expenses (All Other) : 0
- (27) Total Reportable Expenditures For Variety: \$0
- (28) Sporting Events: 0

(41) yes

Cigarette Report Form

00702

- ## Reportable Expenditures

- (41) No

Discontinued in 1993
Last produced 5/2/93

Source: <https://www.industrydocuments.ucsf.edu/docs/hrpk0001>

Cigarette Report Form

00700

- ## Reportable Expenditures

- | | | |
|------|--|-------|
| (13) | CAT-A-Expenses (Newspaper) : | \$0 |
| (14) | CAT-B-Expenses (Magazines) : | 0 |
| (15) | CAT-C-Expenses (Outdoor) : | 0 |
| (16) | CAT-D-Expenses (Audio Visual): | 0 |
| (17) | CAT-E-Expenses (Public Transport.) : | 0 |
| (18) | CAT-F-Expenses (Direct Mail) : | 0 |
| (19) | CAT-G-Expenses (Point of Sale): | 0 |
| (20) | CAT-H-Expenses (Promotional Allowances) : | 134 |
| (21) | CAT-I-Expenses (samples) : | 0 |
| (22) | CAT-J-Expenses (Items) : | 0 |
| (23) | CAT-K-Expenses (Public Entertainment) : | 0 |
| (24) | CAT-L-Expenses (Endorsement) : | 0 |
| (25) | CAT-M-Expenses (Retail Value & Coupon) : | 0 |
| (26) | CAT-N-Expenses (All Other) : | 232 |
| (27) | Total Reportable Expenditures For Variety: | \$366 |
| (28) | Sporting Events: | 0 |

(41) No

Discontinued in 1993.
Last produced 5/2/93.

Source: <https://www.industrydocuments.ucsf.edu/docs/hrpk0001>

- (1) Year Covered: 1993 1994
- (2) Brand Family Name: CARTIER
- (3) Descriptions: 100 ,F ,HP ,MEN ,VENDOME
- (4) Product Length: 94
- (5) Filter: X Non-Filter: _____ (check one)
- (6) Hard Pack: X Soft Pack: _____ (check one)
- (7) Menthol: X Non-Menthol: _____ Other: _____ (check one)
- (8) Num Per Pack: 20
- (9) "Tar": 9 Nicotine: 0.7 CO.: 7
- (10) Variety Units Sales: 246,000
- (11) Variety Dollar Sales: \$17,574
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- (13) CAT-A-Expenses (Newspaper) : \$0
- (14) CAT-B-Expenses (Magazines) : 0
- (15) CAT-C-Expenses (Outdoor) : 0
- (16) CAT-D-Expenses (Audio Visual): 0
- (17) CAT-E-Expenses (Public Transport.) : 0
- (18) CAT-F-Expenses (Direct Mail) : 0
- (19) CAT-G-Expenses (Point of Sale): 0
- (20) CAT-H-Expenses (Promotional Allowances) : 199
- (21) CAT-I-Expenses (samples) : 0
- (22) CAT-J-Expenses (Items) : 0
- (23) CAT-K-Expenses (Public Entertainment) : 0
- (24) CAT-L-Expenses (Endorsement) : 0
- (25) CAT-M-Expenses (Retail Value & Coupon) : 0
- (26) CAT-N-Expenses (All Other) : 345
- (27) Total Reportable Expenditures For Variety: \$544
- (28) Sporting Events: 0

(41) No
Discontinued 1993
Last produced 5/2/93.
54 -

- (1) Year Covered: 1993 1994
- (2) Brand Family Name: CARTIER
- (3) Descriptions: 100 ,F ,HP ,MEN ,VENDOME
- (4) Product Length: 94
- (5) Filter: X Non-Filter: _____ (check one)
- (6) Hard Pack: X Soft Pack: _____ (check one)
- (7) Menthol: X Non-Menthol: _____ Other: _____ (check one)
- (8) Num Per Pack: Othe 10
- (9) "Tar": 9 Nicotine: 0.7 CO.: 7
- (10) Variety Units Sales: 78,700
- (11) Variety Dollar Sales: \$6,730
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- (13) CAT-A-Expenses (Newspaper) : _____ \$0
- (14) CAT-B-Expenses (Magazines) : _____ 0
- (15) CAT-C-Expenses (Outdoor) : _____ 0
- (16) CAT-D-Expenses (Audio Visual): _____ 0
- (17) CAT-E-Expenses (Public Transport.) : _____ 0
- (18) CAT-F-Expenses (Direct Mail) : _____ 0
- (19) CAT-G-Expenses (Point of Sale): _____ 0
- (20) CAT-H-Expenses (Promotional Allowances) : _____ 64
- (21) CAT-I-Expenses (samples) : _____ 0
- (22) CAT-J-Expenses (Items) : _____ 0
- (23) CAT-K-Expenses (Public Entertainment) : _____ 0
- (24) CAT-L-Expenses (Endorsement) : _____ 0
- (25) CAT-M-Expenses (Retail Value & Coupon) : _____ 0
- (26) CAT-N-Expenses (All Other) : _____ 109
- (27) Total Reportable Expenditures For Variety: _____ \$173
- (28) Sporting Events: _____ 0

(41) No

Discontinued 1993
last produced 5/2/93

- (1) Year Covered: ~~1993~~ 1994
- (2) Brand Family Name: COMMANDER
- (3) Descriptions: King ,NF ,SP
- (4) Product Length: 84
- (5) Filter: Non-Filter: X (check one)
- (6) Hard Pack: Soft Pack: X (check one)
- (7) Menthol: Non-Menthol: X Other: (check one)
- (8) Num Per Pack: 20
- (9) "Tar": 27.0 27 Nicotine: 1.70 1.7 CO.: 16.0 16
- (10) Variety Units Sales: 113,784,000
- (11) Variety Dollar Sales: \$6,893,596
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- | | | |
|------|--|---------|
| (13) | CAT-A-Expenses (Newspaper) : | \$0 |
| (14) | CAT-B-Expenses (Magazines) : | 0 |
| (15) | CAT-C-Expenses (Outdoor) : | 0 |
| (16) | CAT-D-Expenses (Audio Visual): | 0 |
| (17) | CAT-E-Expenses (Public Transport.) : | 0 |
| (18) | CAT-F-Expenses (Direct Mail) : | 0 |
| (19) | CAT-G-Expenses (Point of Sale): | 1,065 |
| (20) | CAT-H-Expenses (Promotional Allowances) : | 1,263 |
| (21) | CAT-I-Expenses (samples) : | 28 |
| (22) | CAT-J-Expenses (Items) : | 58 |
| (23) | CAT-K-Expenses (Public Entertainment) : | 0 |
| (24) | CAT-L-Expenses (Endorsement) : | 0 |
| (25) | CAT-M-Expenses (Retail Value & Coupon) : | 28 |
| (26) | CAT-N-Expenses (All Other) : | 0 |
| (27) | Total Reportable Expenditures For Variety: | \$2,441 |
| (28) | Sporting Events: | 0 |

(41) No

- (1) Year Covered: ~~1993~~ 1994
- (2) Brand Family Name: ENGLISH OVALS
- (3) Descriptions: King ,NF ,HP
- (4) Product Length: 84
- (5) Filter: _____ Non-Filter: X (check one)
- (6) Hard Pack: X Soft Pack: _____ (check one)
- (7) Menthol: _____ Non-Menthol: X Other: _____ (check one)
- (8) Num Per Pack: 20
- (9) "Tar": ~~25.0~~ 26 Nicotine: ~~2.00~~ 2.0 CO.: ~~15.0~~ 16
- (10) Variety Units Sales: 6,657,000
- (11) Variety Dollar Sales: \$538,081
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- (13) CAT-A-Expenses (Newspaper) : _____ \$0
- (14) CAT-B-Expenses (Magazines) : _____ 0
- (15) CAT-C-Expenses (Outdoor) : _____ 0
- (16) CAT-D-Expenses (Audio Visual): _____ 0
- (17) CAT-E-Expenses (Public Transport.) : _____ 0
- (18) CAT-F-Expenses (Direct Mail) : _____ 0
- (19) CAT-G-Expenses (Point of Sale): _____ 0
- (20) CAT-H-Expenses (Promotional Allowances) : _____ 0
- (21) CAT-I-Expenses (samples) : _____ 0
- (22) CAT-J-Expenses (Items) : _____ 0
- (23) CAT-K-Expenses (Public Entertainment) : _____ 0
- (24) CAT-L-Expenses (Endorsement) : _____ 0
- (25) CAT-M-Expenses (Retail Value & Coupon) : _____ 0
- (26) CAT-N-Expenses (All Other) : _____ 0
- (27) Total Reportable Expenditures For Variety: _____ \$0
- (28) Sporting Events: _____ 0

(41) No

- (1) Year Covered: ~~1993~~ 1994
- (2) Brand Family Name: HI-LITE
- (3) Descriptions: 100 ,F ,HP
- (4) Product Length: 99
- (5) Filter: X Non-Filter: (check one)
- (6) Hard Pack: X Soft Pack: (check one)
- (7) Menthol: Non-Menthol: X Other: (check one)
- (8) Num Per Pack: 20
- (9) "Tar": ~~13.0~~ 13 Nicotine: ~~1.00~~ 1.0 CO.: ~~13.0~~ N/A
- (10) Variety Units Sales: 30,000
- (11) Variety Dollar Sales: \$2,112
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- (13) CAT-A-Expenses (Newspaper) : \$0
- (14) CAT-B-Expenses (Magazines) : 0
- (15) CAT-C-Expenses (Outdoor) : 0
- (16) CAT-D-Expenses (Audio Visual): 0
- (17) CAT-E-Expenses (Public Transport.) : 0
- (18) CAT-F-Expenses (Direct Mail) : 0
- (19) CAT-G-Expenses (Point of Sale): 0
- (20) CAT-H-Expenses (Promotional Allowances) : 204
- (21) CAT-I-Expenses (samples) : 0
- (22) CAT-J-Expenses (Items) : 0
- (23) CAT-K-Expenses (Public Entertainment) : 0
- (24) CAT-L-Expenses (Endorsement) : 0
- (25) CAT-M-Expenses (Retail Value & Coupon) : 18
- (26) CAT-N-Expenses (All Other) : 0
- (27) Total Reportable Expenditures For Variety: \$222
- (28) Sporting Events: 0

Discontinued in 1993.
Last produced in 8/92.
59 -

- (1) Year Covered: ~~1993~~ 1994
- (2) Brand Family Name: MARLBORO
- (3) Descriptions: 100 ,F ,SP ,MEDIUM
- (4) Product Length: 100
- (5) Filter: X Non-Filter: _____ (check one)
- (6) Hard Pack: _____ Soft Pack: X (check one)
- (7) Menthol: _____ Non-Menthol: X Other: _____ (check one)
- (8) Num Per Pack: 20
- (9) "Tar": ~~13.0~~ 12 Nicotine: ~~1.00~~ 1.0 CO.: ~~13.0~~ 13
- (10) Variety Units Sales: 582,936,600
- (11) Variety Dollar Sales: \$34,088,646
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- (13) CAT-A-Expenses (Newspaper) : \$83,129
- (14) CAT-B-Expenses (Magazines) : 293,459
- (15) CAT-C-Expenses (Outdoor) : 323,543
- (16) CAT-D-Expenses (Audio Visual): 0
- (17) CAT-E-Expenses (Public Transport.) : 45,317
- (18) CAT-F-Expenses (Direct Mail) : 0
- (19) CAT-G-Expenses (Point of Sale): 299,901
- (20) CAT-H-Expenses (Promotional Allowances) : 1,376,728
- (21) CAT-I-Expenses (samples) : 33,956
- (22) CAT-J-Expenses (Items) : 2,686,331
- (23) CAT-K-Expenses (Public Entertainment) : 149,722
- (24) CAT-L-Expenses (Endorsement) : 0
- (25) CAT-M-Expenses (Retail Value & Coupon) : 4,455,795
- (26) CAT-N-Expenses (All Other) : 17,717
- (27) Total Reportable Expenditures For Variety: \$9,765,598
- (28) Sporting Events: 168,520

(41) No

- (1) Year Covered: ~~1993~~ 1994
- (2) Brand Family Name: MARLBORO
- (3) Descriptions: 100 ,F ,HP ,MEDIUM
- (4) Product Length: 99
- (5) Filter: X Non-Filter: _____ (check one)
- (6) Hard Pack: X Soft Pack: _____ (check one)
- (7) Menthol: _____ Non-Menthol: X Other: _____ (check one)
- (8) Num Per Pack: 20
- (9) "Tar": ~~13.0~~ 13 Nicotine: ~~1.00~~ 1.0 CO.: ~~12.0~~ 12
- (10) Variety Units Sales: 764,780,320
- (11) Variety Dollar Sales: \$44,456,895
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- (13) CAT-A-Expenses (Newspaper) : \$109,061
- (14) CAT-B-Expenses (Magazines) : 385,002
- (15) CAT-C-Expenses (Outdoor) : 424,471
- (16) CAT-D-Expenses (Audio Visual): 0
- (17) CAT-E-Expenses (Public Transport.) : 59,453
- (18) CAT-F-Expenses (Direct Mail) : 0
- (19) CAT-G-Expenses (Point of Sale): 393,454
- (20) CAT-H-Expenses (Promotional Allowances) : 1,806,190
- (21) CAT-I-Expenses (samples) : 44,548
- (22) CAT-J-Expenses (Items) : 3,524,316
- (23) CAT-K-Expenses (Public Entertainment) : 196,426
- (24) CAT-L-Expenses (Endorsement) : 0
- (25) CAT-M-Expenses (Retail Value & Coupon) : 5,845,754
- (26) CAT-N-Expenses (All Other) : 23,243
- (27) Total Reportable Expenditures For Variety: \$12,811,918
- (28) Sporting Events: 221,089

(41) No

- (1) Year Covered: ~~1993~~ 1994
- (2) Brand Family Name: MARLBORO
- (3) Descriptions: King ,F ,HP
- (4) Product Length: 79
- (5) Filter: X Non-Filter: _____ (check one)
- (6) Hard Pack: X Soft Pack: _____ (check one)
- (7) Menthol: _____ Non-Menthol: X Other: _____ (check one)
- (8) Num Per Pack: 20
- (9) "Tar": 16.0 / 16 Nicotine: 1.10 / 1.1 CO.: 13.0 / 14
- (10) Variety Units Sales: 26,874,978,320
- (11) Variety Dollar Sales: \$1,575,065,918
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- (13) CAT-A-Expenses (Newspaper) : \$3,832,487
- (14) CAT-B-Expenses (Magazines) : 13,529,267
- (15) CAT-C-Expenses (Outdoor) : 14,916,230
- (16) CAT-D-Expenses (Audio Visual): 0
- (17) CAT-E-Expenses (Public Transport.) : 2,089,217
- (18) CAT-F-Expenses (Direct Mail) : 0
- (19) CAT-G-Expenses (Point of Sale): 13,826,267
- (20) CAT-H-Expenses (Promotional Allowances) : 63,470,925
- (21) CAT-I-Expenses (samples) : 1,565,449
- (22) CAT-J-Expenses (Items) : 123,847,215
- (23) CAT-K-Expenses (Public Entertainment) : 6,902,576
- (24) CAT-L-Expenses (Endorsement) : 0
- (25) CAT-M-Expenses (Retail Value & Coupon) : 205,424,382
- (26) CAT-N-Expenses (All Other) : 816,794
- (27) Total Reportable Expenditures For Variety: \$450,220,809
- (28) Sporting Events: 7,769,254

(41) No

- (1) Year Covered: ~~1993~~ 1994
- (2) Brand Family Name: MARLBORO
- (3) Descriptions: King ,F ,SP
- (4) Product Length: 84
- (5) Filter: X Non-Filter: (check one)
- (6) Hard Pack: Soft Pack: X (check one)
- (7) Menthol: Non-Menthol: X Other: (check one)
- (8) Num Per Pack: 20 ✓
- (9) "Tar": ~~16.0~~ 16 Nicotine: ~~1.10~~ 1.1 CO.: ~~14.0~~ 15
- (10) Variety Units Sales: 16,146,347,540
- (11) Variety Dollar Sales: \$953,924,959
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- (13) CAT-A-Expenses (Newspaper) : \$2,302,538
- (14) CAT-B-Expenses (Magazines) : 8,128,313
- (15) CAT-C-Expenses (Outdoor) : 8,961,593
- (16) CAT-D-Expenses (Audio Visual): 0
- (17) CAT-E-Expenses (Public Transport.) : 1,255,191
- (18) CAT-F-Expenses (Direct Mail) : 0
- (19) CAT-G-Expenses (Point of Sale): 8,306,749
- (20) CAT-H-Expenses (Promotional Allowances) : 38,133,003
- (21) CAT-I-Expenses (samples) : 940,513
- (22) CAT-J-Expenses (Items) : 74,406,764
- (23) CAT-K-Expenses (Public Entertainment) : 4,147,032
- (24) CAT-L-Expenses (Endorsement) : 0
- (25) CAT-M-Expenses (Retail Value & Coupon) : 123,417,903
- (26) CAT-N-Expenses (All Other) : 490,725
- (27) Total Reportable Expenditures For Variety: \$270,490,324
- (28) Sporting Events: 4,667,728

(41) No

- (1) Year Covered: ~~1993~~ 1994
- (2) Brand Family Name: MARLBORO
- (3) Descriptions: King ,F ,SP
- (4) Product Length: 84
- (5) Filter: X Non-Filter: (check one)
- (6) Hard Pack: Soft Pack: X (check one)
- (7) Menthol: Non-Menthol: X Other: (check one)
- (8) Num Per Pack: 25 ✓
- (9) "Tar": ~~16.0~~ 15 Nicotine: ~~1.10~~ 1.01 CO.: ~~14.0~~ 14
- (10) Variety Units Sales: 541,706,550
- (11) Variety Dollar Sales: \$32,269,397
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- (13) CAT-A-Expenses (Newspaper) : \$77,250
- (14) CAT-B-Expenses (Magazines) : 272,703
- (15) CAT-C-Expenses (Outdoor) : 300,660
- (16) CAT-D-Expenses (Audio Visual): 0
- (17) CAT-E-Expenses (Public Transport.) : 42,111
- (18) CAT-F-Expenses (Direct Mail) : 0
- (19) CAT-G-Expenses (Point of Sale): 278,690
- (20) CAT-H-Expenses (Promotional Allowances) : 1,279,354
- (21) CAT-I-Expenses (samples) : 31,554
- (22) CAT-J-Expenses (Items) : 2,496,331
- (23) CAT-K-Expenses (Public Entertainment) : 139,132
- (24) CAT-L-Expenses (Endorsement) : 0
- (25) CAT-M-Expenses (Retail Value & Coupon) : 4,140,645
- (26) CAT-N-Expenses (All Other) : 16,464
- (27) Total Reportable Expenditures For Variety: \$9,074,894
- (28) Sporting Events: 156,601

(41) No

- (1) Year Covered: ~~1993~~ 1994
- (2) Brand Family Name: MARLBORO
- (3) Descriptions: King ,F ,SP ,MEN
- (4) Product Length: 84
- (5) Filter: X Non-Filter: (check one)
- (6) Hard Pack: Soft Pack: X (check one)
- (7) Menthol: X Non-Menthol: Other: (check one)
- (8) Num Per Pack: 20
- (9) "Tar": ~~16.0~~ 16 Nicotine: ~~1.10~~ 1.0 CO.: ~~15.0~~ 15
- (10) Variety Units Sales: 1,074,102,180
- (11) Variety Dollar Sales: \$62,931,789
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- (13) CAT-A-Expenses (Newspaper) : \$153,172
- (14) CAT-B-Expenses (Magazines) : 540,719
- (15) CAT-C-Expenses (Outdoor) : 596,151
- (16) CAT-D-Expenses (Audio Visual): 0
- (17) CAT-E-Expenses (Public Transport.) : 83,499
- (18) CAT-F-Expenses (Direct Mail) : 0
- (19) CAT-G-Expenses (Point of Sale): 552,589
- (20) CAT-H-Expenses (Promotional Allowances) : 2,536,719
- (21) CAT-I-Expenses (samples) : 62,566
- (22) CAT-J-Expenses (Items) : 4,949,755
- (23) CAT-K-Expenses (Public Entertainment) : 275,873
- (24) CAT-L-Expenses (Endorsement) : 0
- (25) CAT-M-Expenses (Retail Value & Coupon) : 8,210,119
- (26) CAT-N-Expenses (All Other) : 32,644
- (27) Total Reportable Expenditures For Variety: \$17,993,806
- (28) Sporting Events: 310,511

(41) No

- (1) Year Covered: 1993 1994
- (2) Brand Family Name: MARLBORO
- (3) Descriptions: 100 F SP (Gold Package)
- (4) Product Length: 100
- (5) Filter: X Non-Filter: _____ (check one)
- (6) Hard Pack: _____ Soft Pack: X (check one)
- (7) Menthol: _____ Non-Menthol: X Other: _____ (check one)
- (8) Num Per Pack: 20
- (9) "Tar": 15.0 / 5 Nicotine: 1.10 / 0.1 CO.: 14.0 / 4
- (10) Variety Units Sales: 4,362,374,580
- (11) Variety Dollar Sales: \$262,529,616
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- (13) CAT-A-Expenses (Newspaper) : \$622,093
- (14) CAT-B-Expenses (Magazines) : 2,196,085
- (15) CAT-C-Expenses (Outdoor) : 2,421,218
- (16) CAT-D-Expenses (Audio Visual): 0
- (17) CAT-E-Expenses (Public Transport.) : 339,124
- (18) CAT-F-Expenses (Direct Mail) : 0
- (19) CAT-G-Expenses (Point of Sale): 2,244,294
- (20) CAT-H-Expenses (Promotional Allowances) : 10,302,667
- (21) CAT-I-Expenses (samples) : 254,105
- (22) CAT-J-Expenses (Items) : 20,103,009
- (23) CAT-K-Expenses (Public Entertainment) : 1,120,433
- (24) CAT-L-Expenses (Endorsement) : 0
- (25) CAT-M-Expenses (Retail Value & Coupon) : 33,344,700
- (26) CAT-N-Expenses (All Other) : 132,583
- (27) Total Reportable Expenditures For Variety: \$73,080,311
- (28) Sporting Events: 1,261,113

(41) No

- (1) Year Covered: ~~1993~~ 1994
- (2) Brand Family Name: MARLBORO
- (3) Descriptions: 100 ,F ,HP (Gold Package)
- (4) Product Length: 99
- (5) Filter: X Non-Filter: _____ (check one)
- (6) Hard Pack: X Soft Pack: _____ (check one)
- (7) Menthol: _____ Non-Menthol: X Other: _____ (check one)
- (8) Num Per Pack: 20
- (9) "Tar": ~~16.0~~ 15 Nicotine: ~~1.10~~ 1.2 CO.: ~~14.0~~ 15
- (10) Variety Units Sales: 4,716,371,680
- (11) Variety Dollar Sales: \$281,478,568
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- (13) CAT-A-Expenses (Newspaper) : \$672,575
- (14) CAT-B-Expenses (Magazines) : 2,374,292
- (15) CAT-C-Expenses (Outdoor) : 2,617,695
- (16) CAT-D-Expenses (Audio Visual): 0
- (17) CAT-E-Expenses (Public Transport.) : 366,643
- (18) CAT-F-Expenses (Direct Mail) : 0
- (19) CAT-G-Expenses (Point of Sale): 2,426,414
- (20) CAT-H-Expenses (Promotional Allowances) : 11,138,706
- (21) CAT-I-Expenses (samples) : 274,725
- (22) CAT-J-Expenses (Items) : 21,734,324
- (23) CAT-K-Expenses (Public Entertainment) : 1,211,354
- (24) CAT-L-Expenses (Endorsement) : 0
- (25) CAT-M-Expenses (Retail Value & Coupon) : 36,050,549
- (26) CAT-N-Expenses (All Other) : 143,342
- (27) Total Reportable Expenditures For Variety: \$79,010,619
- (28) Sporting Events: 1,363,450

(41) No

- (1) Year Covered: ~~1993~~ 1994
- (2) Brand Family Name: MARLBORO
- (3) Descriptions: King ,F ,SP ,LT
- (4) Product Length: 84
- (5) Filter: X Non-Filter: (check one)
- (6) Hard Pack: Soft Pack: X (check one)
- (7) Menthol: Non-Menthol: X Other: (check one)
- (8) Num Per Pack: 20 ✓
- (9) "Tar": ~~10.0~~ 10 Nicotine: ~~0.80~~ 0.8 CO.: ~~10.0~~ 11
- (10) Variety Units Sales: 14,583,815,640
- (11) Variety Dollar Sales: \$863,429,826
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- (13) CAT-A-Expenses (Newspaper) : \$2,079,715
- (14) CAT-B-Expenses (Magazines) : 7,341,711
- (15) CAT-C-Expenses (Outdoor) : 8,094,352
- (16) CAT-D-Expenses (Audio Visual): 0
- (17) CAT-E-Expenses (Public Transport.) : 1,133,722
- (18) CAT-F-Expenses (Direct Mail) : 0
- (19) CAT-G-Expenses (Point of Sale): 7,502,879
- (20) CAT-H-Expenses (Promotional Allowances) : 34,442,754
- (21) CAT-I-Expenses (samples) : 849,497
- (22) CAT-J-Expenses (Items) : 67,206,192
- (23) CAT-K-Expenses (Public Entertainment) : 3,745,711
- (24) CAT-L-Expenses (Endorsement) : 0
- (25) CAT-M-Expenses (Retail Value & Coupon) : 111,474,371
- (26) CAT-N-Expenses (All Other) : 443,236
- (27) Total Reportable Expenditures For Variety: \$244,314,140
- (28) Sporting Events: 4,216,017

(41) No

- (1) Year Covered: ~~1993~~ 1994
- (2) Brand Family Name: MARLBORO
- (3) Descriptions: King ,F ,SP ,LT
- (4) Product Length: 84
- (5) Filter: X Non-Filter: _____ (check one)
- (6) Hard Pack: _____ Soft Pack: X (check one)
- (7) Menthol: _____ Non-Menthol: X Other: _____ (check one)
- (8) Num Per Pack: 25
- (9) "Tar": ~~11.0~~ 10 Nicotine: ~~0.80~~ 0.8 CO.: ~~11.0~~ 11
- (10) Variety Units Sales: 337,617,000
- (11) Variety Dollar Sales: \$20,180,286
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- (13) CAT-A-Expenses (Newspaper) : \$48,146
- (14) CAT-B-Expenses (Magazines) : 169,961
- (15) CAT-C-Expenses (Outdoor) : 187,385
- (16) CAT-D-Expenses (Audio Visual): 0
- (17) CAT-E-Expenses (Public Transport.) : 26,246
- (18) CAT-F-Expenses (Direct Mail) : 0
- (19) CAT-G-Expenses (Point of Sale): 173,693
- (20) CAT-H-Expenses (Promotional Allowances) : 797,354
- (21) CAT-I-Expenses (samples) : 19,666
- (22) CAT-J-Expenses (Items) : 1,555,831
- (23) CAT-K-Expenses (Public Entertainment) : 86,714
- (24) CAT-L-Expenses (Endorsement) : 0
- (25) CAT-M-Expenses (Retail Value & Coupon) : 2,580,644
- (26) CAT-N-Expenses (All Other) : 10,261
- (27) Total Reportable Expenditures For Variety: \$5,655,901
- (28) Sporting Events: 97,601

(41) No

- (1) Year Covered: ~~1993~~ 1994
- (2) Brand Family Name: MARLBORO
- (3) Descriptions: King ,F ,HP ,LT
- (4) Product Length: 83
- (5) Filter: X Non-Filter: (check one)
- (6) Hard Pack: X Soft Pack: (check one)
- (7) Menthol: Non-Menthol: X Other: (check one)
- (8) Num Per Pack: 20
- (9) "Tar": ~~10.0~~ 10 Nicotine: ~~0.80~~ 0.8 CO.: ~~10.0~~ 11
- (10) Variety Units Sales: 20,612,630,200
- (11) Variety Dollar Sales: \$1,208,899,743
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- (13) CAT-A-Expenses (Newspaper) : \$2,939,449
- (14) CAT-B-Expenses (Magazines) : 10,376,707
- (15) CAT-C-Expenses (Outdoor) : 11,440,483
- (16) CAT-D-Expenses (Audio Visual): 0
- (17) CAT-E-Expenses (Public Transport.) : 1,602,392
- (18) CAT-F-Expenses (Direct Mail) : 0
- (19) CAT-G-Expenses (Point of Sale): 10,604,500
- (20) CAT-H-Expenses (Promotional Allowances) : 48,681,071
- (21) CAT-I-Expenses (samples) : 1,200,671
- (22) CAT-J-Expenses (Items) : 94,988,610
- (23) CAT-K-Expenses (Public Entertainment) : 5,294,153
- (24) CAT-L-Expenses (Endorsement) : 0
- (25) CAT-M-Expenses (Retail Value & Coupon) : 157,556,846
- (26) CAT-N-Expenses (All Other) : 626,466
- (27) Total Reportable Expenditures For Variety: \$345,311,348
- (28) Sporting Events: 5,958,880

(41) No

- (1) Year Covered: ~~1993~~ 1994
- (2) Brand Family Name: MARLBORO
- (3) Descriptions: 100 ,F ,SP ,LT
- (4) Product Length: 100
- (5) Filter: X Non-Filter: _____ (check one)
- (6) Hard Pack: _____ Soft Pack: X (check one)
- (7) Menthol: _____ Non-Menthol: X Other: _____ (check one)
- (8) Num Per Pack: 20
- (9) "Tar": ~~10.0~~ 10 Nicotine: ~~0.80~~ 0.8 CO.: ~~11.0~~ 12
- (10) Variety Units Sales: 6,224,700,460
- (11) Variety Dollar Sales: \$371,948,521
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- (13) CAT-A-Expenses (Newspaper) : \$887,669
- (14) CAT-B-Expenses (Magazines) : 3,133,608
- (15) CAT-C-Expenses (Outdoor) : 3,454,852
- (16) CAT-D-Expenses (Audio Visual): 0
- (17) CAT-E-Expenses (Public Transport.) : 483,898
- (18) CAT-F-Expenses (Direct Mail) : 0
- (19) CAT-G-Expenses (Point of Sale): 3,202,398
- (20) CAT-H-Expenses (Promotional Allowances) : 14,700,942
- (21) CAT-I-Expenses (samples) : 362,584
- (22) CAT-J-Expenses (Items) : 28,685,114
- (23) CAT-K-Expenses (Public Entertainment) : 1,598,754
- (24) CAT-L-Expenses (Endorsement) : 0
- (25) CAT-M-Expenses (Retail Value & Coupon) : 47,579,768
- (26) CAT-N-Expenses (All Other) : 189,183
- (27) Total Reportable Expenditures For Variety: \$104,278,770
- (28) Sporting Events: 1,799,491

(41) No

- (1) Year Covered: 1993 1994
- (2) Brand Family Name: MARLBORO
- (3) Descriptions: 100 ,F ,HP ,LT
- (4) Product Length: 99
- (5) Filter: X Non-Filter: _____ (check one)
- (6) Hard Pack: X Soft Pack: _____ (check one)
- (7) Menthol: _____ Non-Menthol: X Other: _____ (check one)
- (8) Num Per Pack: 20
- (9) "Tar": 10.0 10 Nicotine: 0.80 0.8 CO.: 11.0 12
- (10) Variety Units Sales: 6,266,701,420
- (11) Variety Dollar Sales: \$367,067,497
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- (13) CAT-A-Expenses (Newspaper) : \$893,659
- (14) CAT-B-Expenses (Magazines) : 3,154,751
- (15) CAT-C-Expenses (Outdoor) : 3,478,163
- (16) CAT-D-Expenses (Audio Visual): 0
- (17) CAT-E-Expenses (Public Transport.) : 487,163
- (18) CAT-F-Expenses (Direct Mail) : 0
- (19) CAT-G-Expenses (Point of Sale): 3,224,006
- (20) CAT-H-Expenses (Promotional Allowances) : 14,800,136
- (21) CAT-I-Expenses (samples) : 365,031
- (22) CAT-J-Expenses (Items) : 28,878,666
- (23) CAT-K-Expenses (Public Entertainment) : 1,609,541
- (24) CAT-L-Expenses (Endorsement) : 0
- (25) CAT-M-Expenses (Retail Value & Coupon) : 47,900,811
- (26) CAT-N-Expenses (All Other) : 190,460
- (27) Total Reportable Expenditures For Variety: \$104,982,387
- (28) Sporting Events: 1,811,633

(41) No

- (1) Year Covered: ~~1993~~ 1994
- (2) Brand Family Name: MARLBORO
- (3) Descriptions: 100 ,F ,HP ,LT ,MEN
- (4) Product Length: 99
- (5) Filter: X Non-Filter: _____ (check one)
- (6) Hard Pack: X Soft Pack: _____ (check one)
- (7) Menthol: X Non-Menthol: _____ Other: _____ (check one)
- (8) Num Per Pack: 20
- (9) "Tar": ~~10.0~~ 9 Nicotine: ~~0.80~~ 0.7 CO.: ~~11.0~~ 11
- (10) Variety Units Sales: 596,616,000
- (11) Variety Dollar Sales: \$34,964,246
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- (13) CAT-A-Expenses (Newspaper) : \$85,080
- (14) CAT-B-Expenses (Magazines) : 300,345
- (15) CAT-C-Expenses (Outdoor) : 331,136
- (16) CAT-D-Expenses (Audio Visual): 0
- (17) CAT-E-Expenses (Public Transport.) : 46,380
- (18) CAT-F-Expenses (Direct Mail) : 0
- (19) CAT-G-Expenses (Point of Sale): 306,939
- (20) CAT-H-Expenses (Promotional Allowances) : 1,409,034
- (21) CAT-I-Expenses (samples) : 34,752
- (22) CAT-J-Expenses (Items) : 2,749,369
- (23) CAT-K-Expenses (Public Entertainment) : 153,235
- (24) CAT-L-Expenses (Endorsement) : 0
- (25) CAT-M-Expenses (Retail Value & Coupon) : 4,560,356
- (26) CAT-N-Expenses (All Other) : 18,133
- (27) Total Reportable Expenditures For Variety: \$9,994,759
- (28) Sporting Events: 172,475

(41) No

- (1) Year Covered: ~~1993~~ 1994
- (2) Brand Family Name: MARLBORO
- (3) Descriptions: King ,F ,HP ,LT ,MEN
- (4) Product Length: 83
- (5) Filter: X Non-Filter: _____ (check one)
- (6) Hard Pack: X Soft Pack: _____ (check one)
- (7) Menthol: X Non-Menthol: _____ Other: _____ (check one)
- (8) Num Per Pack: 20
- (9) "Tar": ~~10.0~~ 9 Nicotine: ~~0.70~~ 0.7 CO.: ~~10.0~~ 10
- (10) Variety Units Sales: 898,767,200
- (11) Variety Dollar Sales: \$52,452,761
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- (13) CAT-A-Expenses (Newspaper) : \$128,168
- (14) CAT-B-Expenses (Magazines) : 452,453
- (15) CAT-C-Expenses (Outdoor) : 498,836
- (16) CAT-D-Expenses (Audio Visual): 0
- (17) CAT-E-Expenses (Public Transport.) : 69,869
- (18) CAT-F-Expenses (Direct Mail) : 0
- (19) CAT-G-Expenses (Point of Sale): 462,385
- (20) CAT-H-Expenses (Promotional Allowances) : 2,122,628
- (21) CAT-I-Expenses (samples) : 52,353
- (22) CAT-J-Expenses (Items) : 4,141,764
- (23) CAT-K-Expenses (Public Entertainment) : 230,840
- (24) CAT-L-Expenses (Endorsement) : 0
- (25) CAT-M-Expenses (Retail Value & Coupon) : 6,869,911
- (26) CAT-N-Expenses (All Other) : 27,316
- (27) Total Reportable Expenditures For Variety: \$15,056,523
- (28) Sporting Events: 259,823

(41) No

01760017800213

- (1) Year Covered: 1993-1994
- (2) Brand Family Name: MARLBORO
- (3) Descriptions: King ,F ,HP ,ULTRA-LT
- (4) Product Length: 83
- (5) Filter: X Non-Filter: _____ (check one)
- (6) Hard Pack: X Soft Pack: _____ (check one)
- (7) Menthol: _____ Non-Menthol: X Other: _____ (check one)
- (8) Num Per Pack: 20
- (9) "Tar": 6.0 5 Nicotine: 0.50 0.5 CO.: 7.0 7
- (10) Variety Units Sales: 158,206,000
- (11) Variety Dollar Sales: \$9,413,760
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- (13) CAT-A-Expenses (Newspaper) : \$22,561
- (14) CAT-B-Expenses (Magazines) : 79,643
- (15) CAT-C-Expenses (Outdoor) : 87,808
- (16) CAT-D-Expenses (Audio Visual): 0
- (17) CAT-E-Expenses (Public Transport.) : 12,299
- (18) CAT-F-Expenses (Direct Mail) : 0
- (19) CAT-G-Expenses (Point of Sale): 81,392
- (20) CAT-H-Expenses (Promotional Allowances) : 373,637
- (21) CAT-I-Expenses (samples) : 9,215
- (22) CAT-J-Expenses (Items) : 729,056
- (23) CAT-K-Expenses (Public Entertainment) : 40,634
- (24) CAT-L-Expenses (Endorsement) : 0
- (25) CAT-M-Expenses (Retail Value & Coupon) : 1,209,280
- (26) CAT-N-Expenses (All Other) : 4,808
- (27) Total Reportable Expenditures For Variety: \$2,650,333
- (28) Sporting Events: 45,736

(41) No

01770017900214

- (1) Year Covered: 1993 1994
- (2) Brand Family Name: MARLBORO
- (3) Descriptions: 100 ,F ,HP ,ULTRA-LT
- (4) Product Length: 99
- (5) Filter: X Non-Filter: _____ (check one)
- (6) Hard Pack: X Soft Pack: _____ (check one)
- (7) Menthol: _____ Non-Menthol: X Other: _____ (check one)
- (8) Num Per Pack: 20
- (9) "Tar": 6.0 5 Nicotine: 0.50 0.5 CO.: 7.0 7
- (10) Variety Units Sales: 116,514,000
- (11) Variety Dollar Sales: \$6,954,769
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- (13) CAT-A-Expenses (Newspaper) : \$16,615
- (14) CAT-B-Expenses (Magazines) : 58,655
- (15) CAT-C-Expenses (Outdoor) : 64,668
- (16) CAT-D-Expenses (Audio Visual): 0
- (17) CAT-E-Expenses (Public Transport.) : 9,058
- (18) CAT-F-Expenses (Direct Mail) : 0
- (19) CAT-G-Expenses (Point of Sale): 59,943
- (20) CAT-H-Expenses (Promotional Allowances) : 275,172
- (21) CAT-I-Expenses (samples) : 6,787
- (22) CAT-J-Expenses (Items) : 536,928
- (23) CAT-K-Expenses (Public Entertainment) : 29,925
- (24) CAT-L-Expenses (Endorsement) : 0
- (25) CAT-M-Expenses (Retail Value & Coupon) : 890,599
- (26) CAT-N-Expenses (All Other) : 3,541
- (27) Total Reportable Expenditures For Variety: \$1,951,891
- (28) Sporting Events: 33,683

(41) No

- (1) Year Covered: ~~1993~~ 1994
- (2) Brand Family Name: MARLBORO
- (3) Descriptions: King ,F ,HP ,MEN
- (4) Product Length: 83
- (5) Filter: X Non-Filter: (check one)
- (6) Hard Pack: X Soft Pack: (check one)
- (7) Menthol: X Non-Menthol: Other: (check one)
- (8) Num Per Pack: 20
- (9) "Tar": ~~15.0~~ 16 Nicotine: ~~1.00~~ 1.1 CO.: ~~14.0~~ 14
- (10) Variety Units Sales: 171,068,000
- (11) Variety Dollar Sales: \$9,884,325
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- (13) CAT-A-Expenses (Newspaper) : \$24,395
- (14) CAT-B-Expenses (Magazines) : 86,118
- (15) CAT-C-Expenses (Outdoor) : 94,947
- (16) CAT-D-Expenses (Audio Visual): 0
- (17) CAT-E-Expenses (Public Transport.) : 13,299
- (18) CAT-F-Expenses (Direct Mail) : 0
- (19) CAT-G-Expenses (Point of Sale): 88,009
- (20) CAT-H-Expenses (Promotional Allowances) : 404,013
- (21) CAT-I-Expenses (samples) : 9,965
- (22) CAT-J-Expenses (Items) : 788,328
- (23) CAT-K-Expenses (Public Entertainment) : 43,937
- (24) CAT-L-Expenses (Endorsement) : 0
- (25) CAT-M-Expenses (Retail Value & Coupon) : 1,307,593
- (26) CAT-N-Expenses (All Other) : 5,199
- (27) Total Reportable Expenditures For Variety: \$2,865,803
- (28) Sporting Events: 49,454

(41) No

- (1) Year Covered: ~~1993~~ 1994
- (2) Brand Family Name: MARLBORO
- (3) Descriptions: King ,F ,HP ,MEDIUM
- (4) Product Length: 83
- (5) Filter: X Non-Filter: (check one)
- (6) Hard Pack: X Soft Pack: (check one)
- (7) Menthol: Non-Menthol: X Other: (check one)
- (8) Num Per Pack: 20
- (9) "Tar": ~~12.0~~ 11 Nicotine: ~~0.90~~ 0.8 CO.: ~~12.0~~ 12
- (10) Variety Units Sales: 2,815,977,280
- (11) Variety Dollar Sales: \$159,565,681
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- (13) CAT-A-Expenses (Newspaper) : \$401,570
- (14) CAT-B-Expenses (Magazines) : 1,417,605
- (15) CAT-C-Expenses (Outdoor) : 1,562,932
- (16) CAT-D-Expenses (Audio Visual): 0
- (17) CAT-E-Expenses (Public Transport.) : 218,909
- (18) CAT-F-Expenses (Direct Mail) : 0
- (19) CAT-G-Expenses (Point of Sale): 1,448,725
- (20) CAT-H-Expenses (Promotional Allowances) : 6,650,524
- (21) CAT-I-Expenses (samples) : 164,029
- (22) CAT-J-Expenses (Items) : 12,976,790
- (23) CAT-K-Expenses (Public Entertainment) : 723,256
- (24) CAT-L-Expenses (Endorsement) : 0
- (25) CAT-M-Expenses (Retail Value & Coupon) : 21,524,497
- (26) CAT-N-Expenses (All Other) : 85,584
- (27) Total Reportable Expenditures For Variety: \$47,174,421
- (28) Sporting Events: 814,067

(41) No

- (1) Year Covered: ~~1993~~ 1994
- (2) Brand Family Name: MARLBORO
- (3) Descriptions: King ,F ,SP ,MEDIUM
- (4) Product Length: 84
- (5) Filter: X Non-Filter: _____ (check one)
- (6) Hard Pack: _____ Soft Pack: X (check one)
- (7) Menthol: _____ Non-Menthol: X Other: _____ (check one)
- (8) Num Per Pack: 20
- (9) *Tar*: ~~11.0~~ // Nicotine: ~~0.90~~ 0.9 CO.: ~~11.0~~ 12
- (10) Variety Units Sales: 1,538,174,800
- (11) Variety Dollar Sales: \$90,797,296
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures


- (13) CAT-A-Expenses (Newspaper) : \$219,350
- (14) CAT-B-Expenses (Magazines) : 774,340
- (15) CAT-C-Expenses (Outdoor) : 853,722
- (16) CAT-D-Expenses (Audio Visual): 0
- (17) CAT-E-Expenses (Public Transport.) : 119,575
- (18) CAT-F-Expenses (Direct Mail) : 0
- (19) CAT-G-Expenses (Point of Sale): 791,339
- (20) CAT-H-Expenses (Promotional Allowances) : 3,632,724
- (21) CAT-I-Expenses (samples) : 89,598
- (22) CAT-J-Expenses (Items) : 7,088,328
- (23) CAT-K-Expenses (Public Entertainment) : 395,065
- (24) CAT-L-Expenses (Endorsement) : 0
- (25) CAT-M-Expenses (Retail Value & Coupon) : 11,757,353
- (26) CAT-N-Expenses (All Other) : 46,749
- (27) Total Reportable Expenditures For Variety: \$25,768,143
- (28) Sporting Events: 444,669

(41) No

- (1) Year Covered: 1993 1994
- (2) Brand Family Name: MARLBORO
- (3) Descriptions: King ,F ,HP
- (4) Product Length: 83
- (5) Filter: X Non-Filter: _____ (check one)
- (6) Hard Pack: X Soft Pack: _____ (check one)
- (7) Menthol: _____ Non-Menthol: X Other: _____ (check one)
- (8) Num Per Pack: 20
- (9) "Tar": 16.0 16 Nicotine: 1.10 1.01 CO.: 14.0 N/A
- (10) Variety Units Sales: 65,113,000
- (11) Variety Dollar Sales: \$3,905,316
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- (13) CAT-A-Expenses (Newspaper) : \$9,286
- (14) CAT-B-Expenses (Magazines) : 32,781
- (15) CAT-C-Expenses (Outdoor) : 36,139
- (16) CAT-D-Expenses (Audio Visual): 0
- (17) CAT-E-Expenses (Public Transport.) : 5,060
- (18) CAT-F-Expenses (Direct Mail) : 0
- (19) CAT-G-Expenses (Point of Sale): 33,496
- (20) CAT-H-Expenses (Promotional Allowances) : 153,778
- (21) CAT-I-Expenses (samples) : 3,793
- (22) CAT-J-Expenses (Items) : 300,059
- (23) CAT-K-Expenses (Public Entertainment) : 16,722
- (24) CAT-L-Expenses (Endorsement) : 0
- (25) CAT-M-Expenses (Retail Value & Coupon) : 497,705
- (26) CAT-N-Expenses (All Other) : 1,979
- (27) Total Reportable Expenditures For Variety: \$1,090,798
- (28) Sporting Events: 18,823


(41) No

- (1) Year Covered: ~~1993~~ 1994
- (2) Brand Family Name: MERIT
- (3) Descriptions: King ,F ,SP ,ULTIMA
- (4) Product Length: 84
- (5) Filter: X Non-Filter: _____ (check one)
- (6) Hard Pack: _____ Soft Pack: X (check one)
- (7) Menthol: _____ Non-Menthol: X Other: _____ (check one)
- (8) Num Per Pack: 20
- (9) "Tar": 1.0 / Nicotine: 0.10 0.2 CO.: 2.0 3
- (10) Variety Units Sales: 325,981,720
- (11) Variety Dollar Sales: \$19,134,870
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- (13) CAT-A-Expenses (Newspaper) : \$50,719
- (14) CAT-B-Expenses (Magazines) : 331,915
- (15) CAT-C-Expenses (Outdoor) : 74,671
- (16) CAT-D-Expenses (Audio Visual): 0
- (17) CAT-E-Expenses (Public Transport.) : 159,236
- (18) CAT-F-Expenses (Direct Mail) : 0
- (19) CAT-G-Expenses (Point of Sale): 54,986
- (20) CAT-H-Expenses (Promotional Allowances) : 811,228
- (21) CAT-I-Expenses (samples) : 1,111
- (22) CAT-J-Expenses (Items) : 116,619
- (23) CAT-K-Expenses (Public Entertainment) : 23,461
- (24) CAT-L-Expenses (Endorsement) : 0
- (25) CAT-M-Expenses (Retail Value & Coupon) : 1,336,444
- (26) CAT-N-Expenses (All Other) : 18,837
- (27) Total Reportable Expenditures For Variety: \$2,979,227
- (28) Sporting Events: 35,269

(41) Yes

- (1) Year Covered: ~~1993~~ 1994
- (2) Brand Family Name: MERIT
- (3) Descriptions: 100 ,F ,SP ,ULTIMA
- (4) Product Length: 100
- (5) Filter: X Non-Filter: _____ (check one)
- (6) Hard Pack: _____ Soft Pack: X (check one)
- (7) Menthol: _____ Non-Menthol: X Other: _____ (check one)
- (8) Num Per Pack: 20
- (9) "Tar": ~~2.0~~ 2 Nicotine: ~~0.20~~ 0.2 CO.: ~~4.0~~ 5
- (10) Variety Units Sales: 319,263,500
- (11) Variety Dollar Sales: \$18,718,803
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- (13) CAT-A-Expenses (Newspaper) : \$49,673
- (14) CAT-B-Expenses (Magazines) : 325,075
- (15) CAT-C-Expenses (Outdoor) : 73,132
- (16) CAT-D-Expenses (Audio Visual): 0
- (17) CAT-E-Expenses (Public Transport.) : 155,955
- (18) CAT-F-Expenses (Direct Mail) : 0
- (19) CAT-G-Expenses (Point of Sale): 53,852
- (20) CAT-H-Expenses (Promotional Allowances) : 794,509
- (21) CAT-I-Expenses (samples) : 1,088
- (22) CAT-J-Expenses (Items) : 114,215
- (23) CAT-K-Expenses (Public Entertainment) : 22,978
- (24) CAT-L-Expenses (Endorsement) : 0
- (25) CAT-M-Expenses (Retail Value & Coupon) : 1,308,901
- (26) CAT-N-Expenses (All Other) : 18,449
- (27) Total Reportable Expenditures For Variety: \$2,917,827
- (28) Sporting Events: 34,543

(41) Yes

- (1) Year Covered: ~~1993~~ 1994
- (2) Brand Family Name: MERIT
- (3) Descriptions: 100 ,F ,HP ,ULTIMA
- (4) Product Length: 99
- (5) Filter: X Non-Filter: _____ (check one)
- (6) Hard Pack: X Soft Pack: _____ (check one)
- (7) Menthol: _____ Non-Menthol: X Other: _____ (check one)
- (8) Num Per Pack: 20
- (9) "Tar": ~~2.0~~ 2 Nicotine: ~~0.20~~ 0.2 CO.: ~~5.0~~ 4
- (10) Variety Units Sales: 212,146,940
- (11) Variety Dollar Sales: \$12,431,058
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- (13) CAT-A-Expenses (Newspaper) : \$33,007
- (14) CAT-B-Expenses (Magazines) : 216,008
- (15) CAT-C-Expenses (Outdoor) : 48,595
- (16) CAT-D-Expenses (Audio Visual): 0
- (17) CAT-E-Expenses (Public Transport.) : 103,630
- (18) CAT-F-Expenses (Direct Mail) : 0
- (19) CAT-G-Expenses (Point of Sale): 35,784
- (20) CAT-H-Expenses (Promotional Allowances) : 527,942
- (21) CAT-I-Expenses (samples) : 723
- (22) CAT-J-Expenses (Items) : 75,895
- (23) CAT-K-Expenses (Public Entertainment) : 15,269
- (24) CAT-L-Expenses (Endorsement) : 0
- (25) CAT-M-Expenses (Retail Value & Coupon) : 869,749
- (26) CAT-N-Expenses (All Other) : 12,259
- (27) Total Reportable Expenditures For Variety: \$1,938,861
- (28) Sporting Events: 22,953

(41) Yes

- (1) Year Covered: ~~1993~~ 1994
- (2) Brand Family Name: MERIT
- (3) Descriptions: King ,F ,HP ,ULTIMA
- (4) Product Length: 83
- (5) Filter: X Non-Filter: (check one)
- (6) Hard Pack: X Soft Pack: (check one)
- (7) Menthol: Non-Menthol: X Other: (check one)
- (8) Num Per Pack: 20
- (9) "Tar": ~~1.0~~ / Nicotine: ~~0.10~~ 0.1 CO.: ~~3.0~~ 3
- (10) Variety Units Sales: 220,078,240
- (11) Variety Dollar Sales: \$12,957,487
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- (13) CAT-A-Expenses (Newspaper) : \$34,241
- (14) CAT-B-Expenses (Magazines) : 224,084
- (15) CAT-C-Expenses (Outdoor) : 50,412
- (16) CAT-D-Expenses (Audio Visual): 0
- (17) CAT-E-Expenses (Public Transport.) : 107,504
- (18) CAT-F-Expenses (Direct Mail) : 0
- (19) CAT-G-Expenses (Point of Sale): 37,122
- (20) CAT-H-Expenses (Promotional Allowances) : 547,680
- (21) CAT-I-Expenses (samples) : 750
- (22) CAT-J-Expenses (Items) : 78,732
- (23) CAT-K-Expenses (Public Entertainment) : 15,839
- (24) CAT-L-Expenses (Endorsement) : 0
- (25) CAT-M-Expenses (Retail Value & Coupon) : 902,266
- (26) CAT-N-Expenses (All Other) : 12,717
- (27) Total Reportable Expenditures For Variety: \$2,011,347
- (28) Sporting Events: 23,811

(41) Yes

- (1) Year Covered: ~~1993~~ 1994
- (2) Brand Family Name: MERIT
- (3) Descriptions: King ,F ,SP
- (4) Product Length: 84
- (5) Filter: X Non-Filter: _____ (check one)
- (6) Hard Pack: _____ Soft Pack: X (check one)
- (7) Menthol: _____ Non-Menthol: X Other: _____ (check one)
- (8) Num Per Pack: 20
- (9) "Tar": ~~8.0~~ 7 Nicotine: ~~0.60~~ 0.6 CO.: ~~0.8~~ 1.0
- (10) Variety Units Sales: 1,804,267,600
- (11) Variety Dollar Sales: \$107,480,895
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- (13) CAT-A-Expenses (Newspaper) : \$280,721
- (14) CAT-B-Expenses (Magazines) : 1,837,109
- (15) CAT-C-Expenses (Outdoor) : 413,292
- (16) CAT-D-Expenses (Audio Visual): 0
- (17) CAT-E-Expenses (Public Transport.) : 881,354
- (18) CAT-F-Expenses (Direct Mail) : 0
- (19) CAT-G-Expenses (Point of Sale): 304,339
- (20) CAT-H-Expenses (Promotional Allowances) : 4,490,043
- (21) CAT-I-Expenses (samples) : 6,148
- (22) CAT-J-Expenses (Items) : 645,471
- (23) CAT-K-Expenses (Public Entertainment) : 129,856
- (24) CAT-L-Expenses (Endorsement) : 0
- (25) CAT-M-Expenses (Retail Value & Coupon) : 7,397,046
- (26) CAT-N-Expenses (All Other) : 104,260
- (27) Total Reportable Expenditures For Variety: \$16,489,639
- (28) Sporting Events: 195,212

(41) Yes

- (1) Year Covered: ~~1993~~ 1994
- (2) Brand Family Name: MERIT
- (3) Descriptions: King ,F ,SP ,MEN
- (4) Product Length: 84
- (5) Filter: X Non-Filter: _____ (check one)
- (6) Hard Pack: _____ Soft Pack: X (check one)
- (7) Menthol: X Non-Menthol: _____ Other: _____ (check one)
- (8) Num Per Pack: 20
- (9) "Tar": ~~8.0~~ 7 Nicotine: ~~0.60~~ 0.6 CO.: ~~10.0~~ 9
- (10) Variety Units Sales: 319,030,800
- (11) Variety Dollar Sales: \$18,944,218
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- (13) CAT-A-Expenses (Newspaper) : \$49,637
- (14) CAT-B-Expenses (Magazines) : 324,838
- (15) CAT-C-Expenses (Outdoor) : 73,078
- (16) CAT-D-Expenses (Audio Visual): 0
- (17) CAT-E-Expenses (Public Transport.) : 155,841
- (18) CAT-F-Expenses (Direct Mail) : 0
- (19) CAT-G-Expenses (Point of Sale): 53,813
- (20) CAT-H-Expenses (Promotional Allowances) : 793,930
- (21) CAT-I-Expenses (samples) : 1,087
- (22) CAT-J-Expenses (Items) : 114,132
- (23) CAT-K-Expenses (Public Entertainment) : 22,961
- (24) CAT-L-Expenses (Endorsement) : 0
- (25) CAT-M-Expenses (Retail Value & Coupon) : 1,307,946
- (26) CAT-N-Expenses (All Other) : 18,435
- (27) Total Reportable Expenditures For Variety: \$2,915,698
- (28) Sporting Events: 34,517

(41) yes

- (1) Year Covered: ~~1993~~ 1994
- (2) Brand Family Name: MERIT
- (3) Descriptions: 100 F, SP
- (4) Product Length: 100
- (5) Filter: X Non-Filter: _____ (check one)
- (6) Hard Pack: _____ Soft Pack: X (check one)
- (7) Menthol: _____ Non-Menthol: X Other: _____ (check one)
- (8) Num Per Pack: 20
- (9) "Tar": ~~9.0~~ 9 Nicotine: ~~0.80~~ 0.7 CO.: ~~10.0~~ 10
- (10) Variety Units Sales: 1,478,006,200
- (11) Variety Dollar Sales: \$88,923,558
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- (13) CAT-A-Expenses (Newspaper) : \$229,959
- (14) CAT-B-Expenses (Magazines) : 1,504,909
- (15) CAT-C-Expenses (Outdoor) : 338,558
- (16) CAT-D-Expenses (Audio Visual): 0
- (17) CAT-E-Expenses (Public Transport.) : 721,981
- (18) CAT-F-Expenses (Direct Mail) : 0
- (19) CAT-G-Expenses (Point of Sale): 249,306
- (20) CAT-H-Expenses (Promotional Allowances) : 3,678,119
- (21) CAT-I-Expenses (samples) : 5,036
- (22) CAT-J-Expenses (Items) : 528,752
- (23) CAT-K-Expenses (Public Entertainment) : 106,374
- (24) CAT-L-Expenses (Endorsement) : 0
- (25) CAT-M-Expenses (Retail Value & Coupon) : 6,059,456
- (26) CAT-N-Expenses (All Other) : 85,407
- (27) Total Reportable Expenditures For Variety: \$13,507,857
- (28) Sporting Events: 159,912

(41) yes

- (1) Year Covered: ~~1993~~ 1994
- (2) Brand Family Name: MERIT
- (3) Descriptions: 100 ,F ,SP ,MEN
- (4) Product Length: 100
- (5) Filter: X Non-Filter: _____ (check one)
- (6) Hard Pack: _____ Soft Pack: X (check one)
- (7) Menthol: X Non-Menthol: _____ Other: _____ (check one)
- (8) Num Per Pack: 20
- (9) "Tar": ~~9.0~~ 9 Nicotine: ~~0.70~~ 0.8 CO.: ~~11.0~~ 11
- (10) Variety Units Sales: 280,999,200
- (11) Variety Dollar Sales: \$16,902,088
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- (13) CAT-A-Expenses (Newspaper) : \$43,720
- (14) CAT-B-Expenses (Magazines) : 286,114
- (15) CAT-C-Expenses (Outdoor) : 64,367
- (16) CAT-D-Expenses (Audio Visual): 0
- (17) CAT-E-Expenses (Public Transport.) : 137,263
- (18) CAT-F-Expenses (Direct Mail) : 0
- (19) CAT-G-Expenses (Point of Sale): 47,398
- (20) CAT-H-Expenses (Promotional Allowances) : 699,286
- (21) CAT-I-Expenses (samples) : 957
- (22) CAT-J-Expenses (Items) : 100,527
- (23) CAT-K-Expenses (Public Entertainment) : 20,224
- (24) CAT-L-Expenses (Endorsement) : 0
- (25) CAT-M-Expenses (Retail Value & Coupon) : 1,152,026
- (26) CAT-N-Expenses (All Other) : 16,238
- (27) Total Reportable Expenditures For Variety: \$2,568,120
- (28) Sporting Events: 30,403

(41) Yes

- (1) Year Covered: ~~1993~~ 1994
- (2) Brand Family Name: MERIT
- (3) Descriptions: King ,F ,HP
- (4) Product Length: 83
- (5) Filter: X Non-Filter: _____ (check one)
- (6) Hard Pack: X Soft Pack: _____ (check one)
- (7) Menthol: _____ Non-Menthol: X Other: _____ (check one)
- (8) Num Per Pack: 20
- (9) "Tar": ~~9.0~~ 7 Nicotine: ~~0.60~~ 0.6 CO.: ~~0.0~~ 9
- (10) Variety Units Sales: 778,502,230
- (11) Variety Dollar Sales: \$46,301,542
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- (13) CAT-A-Expenses (Newspaper) : \$121,125
- (14) CAT-B-Expenses (Magazines) : 792,673
- (15) CAT-C-Expenses (Outdoor) : 178,327
- (16) CAT-D-Expenses (Audio Visual): 0
- (17) CAT-E-Expenses (Public Transport.) : 380,285
- (18) CAT-F-Expenses (Direct Mail) : 0
- (19) CAT-G-Expenses (Point of Sale): 131,316
- (20) CAT-H-Expenses (Promotional Allowances) : 1,937,356
- (21) CAT-I-Expenses (samples) : 2,653
- (22) CAT-J-Expenses (Items) : 278,507
- (23) CAT-K-Expenses (Public Entertainment) : 56,030
- (24) CAT-L-Expenses (Endorsement) : 0
- (25) CAT-M-Expenses (Retail Value & Coupon) : 3,191,664
- (26) CAT-N-Expenses (All Other) : 44,986
- (27) Total Reportable Expenditures For Variety: \$7,114,922
- (28) Sporting Events: 84,230

(41) yes

- (1) Year Covered: ~~1993~~ 1994
- (2) Brand Family Name: MERIT
- (3) Descriptions: King ,F ,SP ,ULTRA-LT
- (4) Product Length: 84
- (5) Filter: X Non-Filter: (check one)
- (6) Hard Pack: Soft Pack: X (check one)
- (7) Menthol: Non-Menthol: X Other: (check one)
- (8) Num Per Pack: 20
- (9) "Tar": ~~5.0~~ 5 Nicotine: ~~0.40~~ 0.5 CO.: ~~5.0~~ 6
- (10) Variety Units Sales: 1,639,734,600
- (11) Variety Dollar Sales: \$97,539,139
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- (13) CAT-A-Expenses (Newspaper) : \$255,122
- (14) CAT-B-Expenses (Magazines) : 1,669,581
- (15) CAT-C-Expenses (Outdoor) : 375,604
- (16) CAT-D-Expenses (Audio Visual): 0
- (17) CAT-E-Expenses (Public Transport.) : 800,982
- (18) CAT-F-Expenses (Direct Mail) : 0
- (19) CAT-G-Expenses (Point of Sale): 276,586
- (20) CAT-H-Expenses (Promotional Allowances) : 4,080,592
- (21) CAT-I-Expenses (samples) : 5,587
- (22) CAT-J-Expenses (Items) : 586,610
- (23) CAT-K-Expenses (Public Entertainment) : 118,014
- (24) CAT-L-Expenses (Endorsement) : 0
- (25) CAT-M-Expenses (Retail Value & Coupon) : 6,722,502
- (26) CAT-N-Expenses (All Other) : 94,752
- (27) Total Reportable Expenditures For Variety: \$14,985,932
- (28) Sporting Events: 177,410

(41) Yes

- (1) Year Covered: ~~1993~~ 1994
- (2) Brand Family Name: MERIT
- (3) Descriptions: 100 ,F ,SP ,ULTRA-LT
- (4) Product Length: 100
- (5) Filter: X Non-Filter: _____ (check one)
- (6) Hard Pack: _____ Soft Pack: X (check one)
- (7) Menthol: _____ Non-Menthol: X Other: _____ (check one)
- (8) Num Per Pack: 20
- (9) "Tar": ~~5.0~~ 5 Nicotine: ~~0.50~~ 0.5 CO.: ~~7.0~~ 7
- (10) Variety Units Sales: 1,266,954,600
- (11) Variety Dollar Sales: \$76,249,639
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- (13) CAT-A-Expenses (Newspaper) : \$197,122
- (14) CAT-B-Expenses (Magazines) : 1,290,016
- (15) CAT-C-Expenses (Outdoor) : 290,213
- (16) CAT-D-Expenses (Audio Visual): 0
- (17) CAT-E-Expenses (Public Transport.) : 618,886
- (18) CAT-F-Expenses (Direct Mail) : 0
- (19) CAT-G-Expenses (Point of Sale): 213,706
- (20) CAT-H-Expenses (Promotional Allowances) : 3,152,903
- (21) CAT-I-Expenses (samples) : 4,317
- (22) CAT-J-Expenses (Items) : 453,249
- (23) CAT-K-Expenses (Public Entertainment) : 91,185
- (24) CAT-L-Expenses (Endorsement) : 0
- (25) CAT-M-Expenses (Retail Value & Coupon) : 5,194,197
- (26) CAT-N-Expenses (All Other) : 73,211
- (27) Total Reportable Expenditures For Variety: \$11,579,005
- (28) Sporting Events: 137,077

(41) Yes

- (1) Year Covered: ~~1993~~ 1994
- (2) Brand Family Name: MERIT
- (3) Descriptions: King ,F ,SP ,ULTRA-LT ,MEN
- (4) Product Length: 84
- (5) Filter: X Non-Filter: _____ (check one)
- (6) Hard Pack: _____ Soft Pack: X (check one)
- (7) Menthol: X Non-Menthol: _____ Other: _____ (check one)
- (8) Num Per Pack: 20
- (9) "Tar": ~~5.0~~ 4 Nicotine: ~~0.40~~ 0.4 CO.: ~~5.0~~ 5
- (10) Variety Units Sales: 484,076,600
- (11) Variety Dollar Sales: \$28,803,579
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- (13) CAT-A-Expenses (Newspaper) : \$75,316
- (14) CAT-B-Expenses (Magazines) : 492,888
- (15) CAT-C-Expenses (Outdoor) : 110,884
- (16) CAT-D-Expenses (Audio Visual): 0
- (17) CAT-E-Expenses (Public Transport.) : 236,463
- (18) CAT-F-Expenses (Direct Mail) : 0
- (19) CAT-G-Expenses (Point of Sale): 81,653
- (20) CAT-H-Expenses (Promotional Allowances) : 1,204,658
- (21) CAT-I-Expenses (samples) : 1,649
- (22) CAT-J-Expenses (Items) : 173,177
- (23) CAT-K-Expenses (Public Entertainment) : 34,840
- (24) CAT-L-Expenses (Endorsement) : 0
- (25) CAT-M-Expenses (Retail Value & Coupon) : 1,984,593
- (26) CAT-N-Expenses (All Other) : 27,972
- (27) Total Reportable Expenditures For Variety: \$4,424,093
- (28) Sporting Events: 52,374

(41) yes

- (1) Year Covered: ~~1993~~ 1994
- (2) Brand Family Name: MERIT
- (3) Descriptions: 100 ,F ,SP ,ULTRA-LT ,MEN
- (4) Product Length: 100
- (5) Filter: X Non-Filter: _____ (check one)
- (6) Hard Pack: _____ Soft Pack: X (check one)
- (7) Menthol: X Non-Menthol: _____ Other: _____ (check one)
- (8) Num Per Pack: 20
- (9) "Tar": ~~5.0~~ 5 Nicotine: ~~0.50~~ 0.5 CO.: ~~7.0~~ 7
- (10) Variety Units Sales: 391,913,000
- (11) Variety Dollar Sales: \$23,571,903
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- (13) CAT-A-Expenses (Newspaper) : \$60,977
- (14) CAT-B-Expenses (Magazines) : 399,047
- (15) CAT-C-Expenses (Outdoor) : 89,773
- (16) CAT-D-Expenses (Audio Visual): 0
- (17) CAT-E-Expenses (Public Transport.) : 191,443
- (18) CAT-F-Expenses (Direct Mail) : 0
- (19) CAT-G-Expenses (Point of Sale): 66,107
- (20) CAT-H-Expenses (Promotional Allowances) : 975,302
- (21) CAT-I-Expenses (samples) : 1,335
- (22) CAT-J-Expenses (Items) : 140,206
- (23) CAT-K-Expenses (Public Entertainment) : 28,207
- (24) CAT-L-Expenses (Endorsement) : 0
- (25) CAT-M-Expenses (Retail Value & Coupon) : 1,606,745
- (26) CAT-N-Expenses (All Other) : 22,647
- (27) Total Reportable Expenditures For Variety: \$3,581,789
- (28) Sporting Events: 42,403

(41) Yes

- (1) Year Covered: ~~1993~~ 1994
- (2) Brand Family Name: MERIT
- (3) Descriptions: King Reg F HP ULTRA-LT
- (4) Product Length: 83
- (5) Filter: X Non-Filter: _____ (check one)
- (6) Hard Pack: X Soft Pack: _____ (check one)
- (7) Menthol: _____ Non-Menthol: X Other: _____ (check one)
- (8) Num Per Pack: 20
- (9) "Tar": ~~5.0~~ 4 Nicotine: ~~0.40~~ 0.4 CO.: ~~5.0~~ 6
- (10) Variety Units Sales: 739,008,200
- (11) Variety Dollar Sales: \$43,962,265
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- (13) CAT-A-Expenses (Newspaper) : \$114,980
- (14) CAT-B-Expenses (Magazines) : 752,460
- (15) CAT-C-Expenses (Outdoor) : 169,280
- (16) CAT-D-Expenses (Audio Visual): 0
- (17) CAT-E-Expenses (Public Transport.) : 360,993
- (18) CAT-F-Expenses (Direct Mail) : 0
- (19) CAT-G-Expenses (Point of Sale): 124,654
- (20) CAT-H-Expenses (Promotional Allowances) : 1,839,072
- (21) CAT-I-Expenses (samples) : 2,518
- (22) CAT-J-Expenses (Items) : 264,378
- (23) CAT-K-Expenses (Public Entertainment) : 53,188
- (24) CAT-L-Expenses (Endorsement) : 0
- (25) CAT-M-Expenses (Retail Value & Coupon) : 3,029,749
- (26) CAT-N-Expenses (All Other) : 42,704
- (27) Total Reportable Expenditures For Variety: \$6,753,976
- (28) Sporting Events: 79,957

(41) Yes

- (1) Year Covered: ~~1993~~ 1994
- (2) Brand Family Name: MERIT
- (3) Descriptions: 100 ,F ,HP ,ULTRA-LT
- (4) Product Length: 99
- (5) Filter: X Non-Filter: _____ (check one)
- (6) Hard Pack: X Soft Pack: _____ (check one)
- (7) Menthol: _____ Non-Menthol: X Other: _____ (check one)
- (8) Num Per Pack: 20
- (9) "Tar": ~~6.0~~ 5 Nicotine: ~~0.50~~ 0.5 CO.: ~~6.0~~ 6
- (10) Variety Units Sales: 361,114,400
- (11) Variety Dollar Sales: \$21,731,633
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- (13) CAT-A-Expenses (Newspaper) : \$56,186
- (14) CAT-B-Expenses (Magazines) : 367,686
- (15) CAT-C-Expenses (Outdoor) : 82,718
- (16) CAT-D-Expenses (Audio Visual): 0
- (17) CAT-E-Expenses (Public Transport.) : 176,398
- (18) CAT-F-Expenses (Direct Mail) : 0
- (19) CAT-G-Expenses (Point of Sale): 60,911
- (20) CAT-H-Expenses (Promotional Allowances) : 898,658
- (21) CAT-I-Expenses (samples) : 1,232
- (22) CAT-J-Expenses (Items) : 129,186
- (23) CAT-K-Expenses (Public Entertainment) : 25,990
- (24) CAT-L-Expenses (Endorsement) : 0
- (25) CAT-M-Expenses (Retail Value & Coupon) : 1,480,479
- (26) CAT-N-Expenses (All Other) : 20,867
- (27) Total Reportable Expenditures For Variety: \$3,300,313
- (28) Sporting Events: 39,071

(41) yes

- (1) Year Covered: ~~1993~~ 1994
- (2) Brand Family Name: PARLIAMENT
- (3) Descriptions: ~~F, LT~~ KING, F, HP, LT
- (4) Product Length: 79
- (5) Filter: X Non-Filter: (check one)
- (6) Hard Pack: X Soft Pack: (check one)
- (7) Menthol: Non-Menthol: X Other: (check one)
- (8) Num Per Pack: 20
- (9) "Tar": ~~8.0~~ 8 Nicotine: ~~0.70~~ 0.7 CO.: ~~9.0~~ 9
- (10) Variety Units Sales: 1,360,785,520
- (11) Variety Dollar Sales: \$80,233,663
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- (13) CAT-A-Expenses (Newspaper) : \$1,214,390
- (14) CAT-B-Expenses (Magazines) : 2,249,235
- (15) CAT-C-Expenses (Outdoor) : 0
- (16) CAT-D-Expenses (Audio Visual): 0
- (17) CAT-E-Expenses (Public Transport.) : 0
- (18) CAT-F-Expenses (Direct Mail) : 0
- (19) CAT-G-Expenses (Point of Sale): 541,271
- (20) CAT-H-Expenses (Promotional Allowances) : 3,280,545
- (21) CAT-I-Expenses (samples) : 1,551
- (22) CAT-J-Expenses (Items) : 584,597
- (23) CAT-K-Expenses (Public Entertainment) : 0
- (24) CAT-L-Expenses (Endorsement) : 0
- (25) CAT-M-Expenses (Retail Value & Coupon) : 4,941,032
- (26) CAT-N-Expenses (All Other) : 0
- (27) Total Reportable Expenditures For Variety: \$12,812,621
- (28) Sporting Events: 0

(41) No

- (1) Year Covered: ~~1993~~ 1994
- (2) Brand Family Name: PARLIAMENT
- (3) Descriptions: King ,F ,SP ,LT
- (4) Product Length: 84
- (5) Filter: X Non-Filter: _____ (check one)
- (6) Hard Pack: _____ Soft Pack: X (check one)
- (7) Menthol: _____ Non-Menthol: X Other: _____ (check one)
- (8) Num Per Pack: 20
- (9) "Tar": ~~9.0~~ 8 Nicotine: ~~0.70~~ 0.7 CO.: ~~0.0~~ 9
- (10) Variety Units Sales: 486,532,400
- (11) Variety Dollar Sales: \$28,937,767
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- (13) CAT-A-Expenses (Newspaper) : \$434,191
- (14) CAT-B-Expenses (Magazines) : 804,187
- (15) CAT-C-Expenses (Outdoor) : 0
- (16) CAT-D-Expenses (Audio Visual): 0
- (17) CAT-E-Expenses (Public Transport.) : 0
- (18) CAT-F-Expenses (Direct Mail) : 0
- (19) CAT-G-Expenses (Point of Sale): 193,525
- (20) CAT-H-Expenses (Promotional Allowances) : 1,172,919
- (21) CAT-I-Expenses (samples) : 555
- (22) CAT-J-Expenses (Items) : 209,015
- (23) CAT-K-Expenses (Public Entertainment) : 0
- (24) CAT-L-Expenses (Endorsement) : 0
- (25) CAT-M-Expenses (Retail Value & Coupon) : 1,766,606
- (26) CAT-N-Expenses (All Other) : 0
- (27) Total Reportable Expenditures For Variety: \$4,580,998
- (28) Sporting Events: 0

(41) No

- (1) Year Covered: ~~1993~~ 1994
- (2) Brand Family Name: PARLIAMENT
- (3) Descriptions: 100 ,F ,SP ,LT
- (4) Product Length: 99
- (5) Filter: X Non-Filter: (check one)
- (6) Hard Pack: Soft Pack: X (check one)
- (7) Menthol: Non-Menthol: X Other: (check one)
- (8) Num Per Pack: 20
- (9) "Tar": ~~11.0~~ // Nicotine: ~~0.90~~ 0.9 CO.: ~~11.0~~ 12
- (10) Variety Units Sales: 1,159,180,600
- (11) Variety Dollar Sales: \$69,898,863
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- (13) CAT-A-Expenses (Newspaper) : \$1,034,474
- (14) CAT-B-Expenses (Magazines) : 1,916,004
- (15) CAT-C-Expenses (Outdoor) : 0
- (16) CAT-D-Expenses (Audio Visual): 0
- (17) CAT-E-Expenses (Public Transport.) : 0
- (18) CAT-F-Expenses (Direct Mail) : 0
- (19) CAT-G-Expenses (Point of Sale): 461,079
- (20) CAT-H-Expenses (Promotional Allowances) : 2,794,522
- (21) CAT-I-Expenses (samples) : 1,321
- (22) CAT-J-Expenses (Items) : 497,987
- (23) CAT-K-Expenses (Public Entertainment) : 0
- (24) CAT-L-Expenses (Endorsement) : 0
- (25) CAT-M-Expenses (Retail Value & Coupon) : 4,209,001
- (26) CAT-N-Expenses (All Other) : 0
- (27) Total Reportable Expenditures For Variety: \$10,914,388
- (28) Sporting Events: 0

(41) No

(1) Year Covered: ~~1993~~ 1994 00822

(2) Brand Family Name: PLAYERS

(3) Descriptions: Reg ,NF ,HP

(4) Product Length: 70

(5) Filter: Non-Filter: X (check one)

(6) Hard Pack: X Soft Pack: (check one)

(7) Menthol: Non-Menthol: X Other: (check one)

(8) Num Per Pack: 20

(9) "Tar": ~~24.0~~ 23 Nicotine: ~~1.00~~ 1.6 CO.: ~~14.0~~ 14

(10) Variety Units Sales: 5,645,800

(11) Variety Dollar Sales: \$456,994

(12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

(13)	CAT-A-Expenses (Newspaper) :	\$0
(14)	CAT-B-Expenses (Magazines) :	0
(15)	CAT-C-Expenses (Outdoor) :	0
(16)	CAT-D-Expenses (Audio Visual):	0
(17)	CAT-E-Expenses (Public Transport.) :	0
(18)	CAT-F-Expenses (Direct Mail) :	0
(19)	CAT-G-Expenses (Point of Sale):	10
(20)	CAT-H-Expenses (Promotional Allowances) :	7,190
(21)	CAT-I-Expenses (samples) :	2
(22)	CAT-J-Expenses (Items) :	0
(23)	CAT-K-Expenses (Public Entertainment) :	0
(24)	CAT-L-Expenses (Endorsement) :	0
(25)	CAT-M-Expenses (Retail Value & Coupon) :	233
(26)	CAT-N-Expenses (All Other) :	0
(27)	Total Reportable Expenditures For Variety:	\$7,435
(28)	Sporting Events:	0

.(41) No

- (1) Year Covered: ~~1993~~ 1994
- (2) Brand Family Name: PLAYERS
- (3) Descriptions: King ,F ,HP
- (4) Product Length: 83
- (5) Filter: X Non-Filter: _____ (check one)
- (6) Hard Pack: X Soft Pack: _____ (check one)
- (7) Menthol: _____ Non-Menthol: X Other: _____ (check one)
- (8) Num Per Pack: 20
- (9) "Tar": ~~12.0~~ 12 Nicotine: ~~0.90~~ 0.9 CO.: ~~12.0~~ 12
- (10) Variety Units Sales: 35,999,000
- (11) Variety Dollar Sales: \$2,185,728
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- (13) CAT-A-Expenses (Newspaper) : \$0
- (14) CAT-B-Expenses (Magazines) : 0
- (15) CAT-C-Expenses (Outdoor) : 0
- (16) CAT-D-Expenses (Audio Visual): 0
- (17) CAT-E-Expenses (Public Transport.) : 0
- (18) CAT-F-Expenses (Direct Mail) : 0
- (19) CAT-G-Expenses (Point of Sale): 63
- (20) CAT-H-Expenses (Promotional Allowances) : 45,848
- (21) CAT-I-Expenses (samples) : 12
- (22) CAT-J-Expenses (Items) : 0
- (23) CAT-K-Expenses (Public Entertainment) : 0
- (24) CAT-L-Expenses (Endorsement) : 0
- (25) CAT-M-Expenses (Retail Value & Coupon) : 1,485
- (26) CAT-N-Expenses (All Other) : 0
- (27) Total Reportable Expenditures For Variety: \$47,408
- (28) Sporting Events: 0

(41) No

- (1) Year Covered: ~~1993~~ 1994
- (2) Brand Family Name: PLAYERS
- (3) Descriptions: King ,F ,HP ,MEN
- (4) Product Length: 83
- (5) Filter: X Non-Filter: _____ (check one)
- (6) Hard Pack: X Soft Pack: _____ (check one)
- (7) Menthol: X Non-Menthol: _____ Other: _____ (check one)
- (8) Num Per Pack: 20
- (9) "Tar": ~~11.0~~ // Nicotine: ~~0.80~~ 0.8 CO.: ~~11.0~~ //
- (10) Variety Units Sales: 27,738,800
- (11) Variety Dollar Sales: \$1,671,389
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- (13) CAT-A-Expenses (Newspaper) : \$0
- (14) CAT-B-Expenses (Magazines) : 0
- (15) CAT-C-Expenses (Outdoor) : 0
- (16) CAT-D-Expenses (Audio Visual): 0
- (17) CAT-E-Expenses (Public Transport.) : 0
- (18) CAT-F-Expenses (Direct Mail) : 0
- (19) CAT-G-Expenses (Point of Sale): 48
- (20) CAT-H-Expenses (Promotional Allowances) : 35,328
- (21) CAT-I-Expenses (samples) : 10
- (22) CAT-J-Expenses (Items) : 0
- (23) CAT-K-Expenses (Public Entertainment) : 0
- (24) CAT-L-Expenses (Endorsement) : 0
- (25) CAT-M-Expenses (Retail Value & Coupon) : 1,144
- (26) CAT-N-Expenses (All Other) : 0
- (27) Total Reportable Expenditures For Variety: \$36,530
- (28) Sporting Events: 0

(41) No

- (1) Year Covered: ~~1993~~ 1994
- (2) Brand Family Name: PLAYERS
- (3) Descriptions: 100 ,F ,HP
- (4) Product Length: 100
- (5) Filter: X Non-Filter: _____ (check one)
- (6) Hard Pack: X Soft Pack: _____ (check one)
- (7) Menthol: _____ Non-Menthol: X Other: _____ (check one)
- (8) Num Per Pack: 20
- (9) "Tar": ~~14.0~~ 13 Nicotine: ~~1.00~~ 1.0 CO.: ~~13.0~~ 12
- (10) Variety Units Sales: 32,329,600
- (11) Variety Dollar Sales: \$1,984,392
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- (13) CAT-A-Expenses (Newspaper) : \$0
- (14) CAT-B-Expenses (Magazines) : 0
- (15) CAT-C-Expenses (Outdoor) : 0
- (16) CAT-D-Expenses (Audio Visual): 0
- (17) CAT-E-Expenses (Public Transport.) : 0
- (18) CAT-F-Expenses (Direct Mail) : 0
- (19) CAT-G-Expenses (Point of Sale): 56
- (20) CAT-H-Expenses (Promotional Allowances) : 41,175
- (21) CAT-I-Expenses (samples) : 11
- (22) CAT-J-Expenses (Items) : 0
- (23) CAT-K-Expenses (Public Entertainment) : 0
- (24) CAT-L-Expenses (Endorsement) : 0
- (25) CAT-M-Expenses (Retail Value & Coupon) : 1,333
- (26) CAT-N-Expenses (All Other) : 0
- (27) Total Reportable Expenditures For Variety: \$42,575
- (28) Sporting Events: 0

(41) No

- (1) Year Covered: ~~1993~~ 1994
- (2) Brand Family Name: PLAYERS
- (3) Descriptions: 100 ,F ,HP ,MEN
- (4) Product Length: 100
- (5) Filter: X Non-Filter: _____ (check one)
- (6) Hard Pack: X Soft Pack: _____ (check one)
- (7) Menthol: X Non-Menthol: _____ Other: _____ (check one)
- (8) Num Per Pack: 20
- (9) "Tar": ~~14.0~~ 13 Nicotine: ~~1.00~~ 1.0 CO.: ~~12.0~~ 12
- (10) Variety Units Sales: 22,556,800
- (11) Variety Dollar Sales: \$1,384,584
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- (13) CAT-A-Expenses (Newspaper) : \$0
- (14) CAT-B-Expenses (Magazines) : 0
- (15) CAT-C-Expenses (Outdoor) : 0
- (16) CAT-D-Expenses (Audio Visual): 0
- (17) CAT-E-Expenses (Public Transport.) : 0
- (18) CAT-F-Expenses (Direct Mail) : 0
- (19) CAT-G-Expenses (Point of Sale): 39
- (20) CAT-H-Expenses (Promotional Allowances) : 28,728
- (21) CAT-I-Expenses (samples) : 8
- (22) CAT-J-Expenses (Items) : 0
- (23) CAT-K-Expenses (Public Entertainment) : 0
- (24) CAT-L-Expenses (Endorsement) : 0
- (25) CAT-M-Expenses (Retail Value & Coupon) : 930
- (26) CAT-N-Expenses (All Other) : 0
- (27) Total Reportable Expenditures For Variety: \$29,705
- (28) Sporting Events: 0

(41) No

- (1) Year Covered: ~~1993~~ 1994
- (2) Brand Family Name: PLAYERS
- (3) Descriptions: King ,F ,SP ,LT
- (4) Product Length: 84
- (5) Filter: X Non-Filter: _____ (check one)
- (6) Hard Pack: _____ Soft Pack: X (check one)
- (7) Menthol: _____ Non-Menthol: X Other: _____ (check one)
- (8) Num Per Pack: 25 ✓
- (9) "Tar": ~~10.0~~ 10 Nicotine: ~~0.70~~ 0.8 CO.: ~~10.0~~ 11
- (10) Variety Units Sales: 18,605,050
- (11) Variety Dollar Sales: \$826,077
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- (13) CAT-A-Expenses (Newspaper) : _____ \$0
- (14) CAT-B-Expenses (Magazines) : _____ 0
- (15) CAT-C-Expenses (Outdoor) : _____ 0
- (16) CAT-D-Expenses (Audio Visual): _____ 0
- (17) CAT-E-Expenses (Public Transport.) : _____ 0
- (18) CAT-F-Expenses (Direct Mail) : _____ 0
- (19) CAT-G-Expenses (Point of Sale): _____ 32
- (20) CAT-H-Expenses (Promotional Allowances) : _____ 23,695
- (21) CAT-I-Expenses (samples) : _____ 6
- (22) CAT-J-Expenses (Items) : _____ 0
- (23) CAT-K-Expenses (Public Entertainment) : _____ 0
- (24) CAT-L-Expenses (Endorsement) : _____ 0
- (25) CAT-M-Expenses (Retail Value & Coupon) : _____ 767
- (26) CAT-N-Expenses (All Other) : _____ 0
- (27) Total Reportable Expenditures For Variety: _____ \$24,500
- (28) Sporting Events: _____ 0

(41) No

- (1) Year Covered: ~~1993~~ 1994
- (2) Brand Family Name: PLAYERS
- (3) Descriptions: King ,F ,SP ,LT ,MEN
- (4) Product Length: 84
- (5) Filter: X Non-Filter: _____ (check one)
- (6) Hard Pack: _____ Soft Pack: X (check one)
- (7) Menthol: X Non-Menthol: _____ Other: _____ (check one)
- (8) Num Per Pack: 25
- (9) "Tar": ~~10.0~~ 10 Nicotine: ~~0.70~~ 0.8 CO.: ~~10.0~~ 11
- (10) Variety Units Sales: 9,890,500
- (11) Variety Dollar Sales: \$437,576
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- (13) CAT-A-Expenses (Newspaper) : _____ \$0
- (14) CAT-B-Expenses (Magazines) : _____ 0
- (15) CAT-C-Expenses (Outdoor) : _____ 0
- (16) CAT-D-Expenses (Audio Visual): _____ 0
- (17) CAT-E-Expenses (Public Transport.) : _____ 0
- (18) CAT-F-Expenses (Direct Mail) : _____ 0
- (19) CAT-G-Expenses (Point of Sale): _____ 17
- (20) CAT-H-Expenses (Promotional Allowances) : _____ 12,596
- (21) CAT-I-Expenses (samples) : _____ 3
- (22) CAT-J-Expenses (Items) : _____ 0
- (23) CAT-K-Expenses (Public Entertainment) : _____ 0
- (24) CAT-L-Expenses (Endorsement) : _____ 0
- (25) CAT-M-Expenses (Retail Value & Coupon) : _____ 408
- (26) CAT-N-Expenses (All Other) : _____ 0
- (27) Total Reportable Expenditures For Variety: _____ \$13,024
- (28) Sporting Events: _____ 0

(41) No

- (1) Year Covered: ~~1993~~ 1994
- (2) Brand Family Name: PLAYERS
- (3) Descriptions: 100 ,F ,SP ,LT
- (4) Product Length: 100
- (5) Filter: X Non-Filter: (check one)
- (6) Hard Pack: Soft Pack: X (check one)
- (7) Menthol: Non-Menthol: X Other: (check one)
- (8) Num Per Pack: 25 ✓
- (9) "Tar": ~~11.0~~ 10 Nicotine: ~~0.80~~ 0.8 CO.: ~~12.0~~ 13
- (10) Variety Units Sales: 95,407,150
- (11) Variety Dollar Sales: \$4,278,526
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- (13) CAT-A-Expenses (Newspaper) : \$0
- (14) CAT-B-Expenses (Magazines) : 0
- (15) CAT-C-Expenses (Outdoor) : 0
- (16) CAT-D-Expenses (Audio Visual): 0
- (17) CAT-E-Expenses (Public Transport.) : 0
- (18) CAT-F-Expenses (Direct Mail) : 0
- (19) CAT-G-Expenses (Point of Sale): 166
- (20) CAT-H-Expenses (Promotional Allowances) : 121,509
- (21) CAT-I-Expenses (samples) : 33
- (22) CAT-J-Expenses (Items) : 0
- (23) CAT-K-Expenses (Public Entertainment) : 0
- (24) CAT-L-Expenses (Endorsement) : 0
- (25) CAT-M-Expenses (Retail Value & Coupon) : 3,934
- (26) CAT-N-Expenses (All Other) : 0
- (27) Total Reportable Expenditures For Variety: \$125,642
- (28) Sporting Events: 0

(41) No

- (1) Year Covered: ~~1993~~ 1994
- (2) Brand Family Name: PLAYERS
- (3) Descriptions: 100 ,F ,SP ,LT ,MEN
- (4) Product Length: 100
- (5) Filter: X Non-Filter: (check one)
- (6) Hard Pack: Soft Pack: X (check one)
- (7) Menthol: X Non-Menthol: Other: (check one)
- (8) Num Per Pack: 25 ✓
- (9) "Tar": ~~11.0~~ 11 Nicotine: ~~0.80~~ 0.8 CO.: ~~13.0~~ 13
- (10) Variety Units Sales: 58,042,520
- (11) Variety Dollar Sales: \$2,596,863
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- (13) CAT-A-Expenses (Newspaper) : \$0
- (14) CAT-B-Expenses (Magazines) : 0
- (15) CAT-C-Expenses (Outdoor) : 0
- (16) CAT-D-Expenses (Audio Visual): 0
- (17) CAT-E-Expenses (Public Transport.) : 0
- (18) CAT-F-Expenses (Direct Mail) : 0
- (19) CAT-G-Expenses (Point of Sale): 102
- (20) CAT-H-Expenses (Promotional Allowances) : 73,923
- (21) CAT-I-Expenses (samples) : 21
- (22) CAT-J-Expenses (Items) : 0
- (23) CAT-K-Expenses (Public Entertainment) : 0
- (24) CAT-L-Expenses (Endorsement) : 0
- (25) CAT-M-Expenses (Retail Value & Coupon) : 2,394
- (26) CAT-N-Expenses (All Other) : 0
- (27) Total Reportable Expenditures For Variety: \$76,440
- (28) Sporting Events: 0

(41) No

- (1) Year Covered: ~~1993~~ 1994
- (2) Brand Family Name: ROTHMANS
- (3) Descriptions: King ,F ,HP
- (4) Product Length: 84
- (5) Filter: X Non-Filter: _____ (check one)
- (6) Hard Pack: X Soft Pack: _____ (check one)
- (7) Menthol: _____ Non-Menthol: X Other: _____ (check one)
- (8) Num Per Pack: 25
- (9) "Tar": 16 Nicotine: 1.2 CO.: 0.0
- (10) Variety Units Sales: 1,085,808
- (11) Variety Dollar Sales: \$81,188
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- (13) CAT-A-Expenses (Newspaper) : _____ \$0
- (14) CAT-B-Expenses (Magazines) : _____ 0
- (15) CAT-C-Expenses (Outdoor) : _____ 0
- (16) CAT-D-Expenses (Audio Visual): _____ 0
- (17) CAT-E-Expenses (Public Transport.) : _____ 0
- (18) CAT-F-Expenses (Direct Mail) : _____ 0
- (19) CAT-G-Expenses (Point of Sale): _____ 0
- (20) CAT-H-Expenses (Promotional Allowances) : _____ 0
- (21) CAT-I-Expenses (samples) : _____ 0
- (22) CAT-J-Expenses (Items) : _____ 0
- (23) CAT-K-Expenses (Public Entertainment) : _____ 0
- (24) CAT-L-Expenses (Endorsement) : _____ 0
- (25) CAT-M-Expenses (Retail Value & Coupon) : _____ 7
- (26) CAT-N-Expenses (All Other) : _____ 0
- (27) Total Reportable Expenditures For Variety: _____ \$7
- (28) Sporting Events: _____ 0

(41) yes

- (1) Year Covered: ~~1993~~ 1994
- (2) Brand Family Name: ROTHMANS
- (3) Descriptions: King ,F ,HP ,SPEC-MLD
- (4) Product Length: 84
- (5) Filter: X Non-Filter: _____ (check one)
- (6) Hard Pack: X Soft Pack: _____ (check one)
- (7) Menthol: _____ Non-Menthol: X Other: _____ (check one)
- (8) Num Per Pack: 25
- (9) "Tar": 13.0 Nicotine: 1.10 CO.: ~~0.0~~
- (10) Variety Units Sales: 960,000
- (11) Variety Dollar Sales: \$71,874
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- (13) CAT-A-Expenses (Newspaper) : _____ \$0
- (14) CAT-B-Expenses (Magazines) : _____ 0
- (15) CAT-C-Expenses (Outdoor) : _____ 0
- (16) CAT-D-Expenses (Audio Visual): _____ 0
- (17) CAT-E-Expenses (Public Transport.) : _____ 0
- (18) CAT-F-Expenses (Direct Mail) : _____ 0
- (19) CAT-G-Expenses (Point of Sale): _____ 0
- (20) CAT-H-Expenses (Promotional Allowances) : _____ 0
- (21) CAT-I-Expenses (samples) : _____ 0
- (22) CAT-J-Expenses (Items) : _____ 0
- (23) CAT-K-Expenses (Public Entertainment) : _____ 0
- (24) CAT-L-Expenses (Endorsement) : _____ 0
- (25) CAT-M-Expenses (Retail Value & Coupon) : _____ 7
- (26) CAT-N-Expenses (All Other) : _____ 0
- (27) Total Reportable Expenditures For Variety: _____ \$7
- (28) Sporting Events: _____ 0

(41) Yes

- (1) Year Covered: 1993 1994
(2) Brand Family Name: ROTHMANS
(3) Descriptions: King ,F ,HP ,EXTRA-LT
(4) Product Length: 84
(5) Filter: X Non-Filter: _____ (check one)
(6) Hard Pack: X Soft Pack: _____ (check one)
(7) Menthol: _____ Non-Menthol: X Other: _____ (check one)
(8) Num Per Pack: 25
(9) "Tar": 10.0 Nicotine: 1.10 CO.: 0.0
(10) Variety Units Sales: 110,000
(11) Variety Dollar Sales: \$8,223
(12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- (13) CAT-A-Expenses (Newspaper) : _____ \$0
(14) CAT-B-Expenses (Magazines) : _____ 0
(15) CAT-C-Expenses (Outdoor) : _____ 0
(16) CAT-D-Expenses (Audio Visual): _____ 0
(17) CAT-E-Expenses (Public Transport.) : _____ 0
(18) CAT-F-Expenses (Direct Mail) : _____ 0
(19) CAT-G-Expenses (Point of Sale): _____ 0
(20) CAT-H-Expenses (Promotional Allowances) : _____ 0
(21) CAT-I-Expenses (samples) : _____ 0
(22) CAT-J-Expenses (Items) : _____ 0
(23) CAT-K-Expenses (Public Entertainment) : _____ 0
(24) CAT-L-Expenses (Endorsement) : _____ 0
(25) CAT-M-Expenses (Retail Value & Coupon) : _____ 1
(26) CAT-N-Expenses (All Other) : _____ 0
(27) Total Reportable Expenditures For Variety: _____ \$1
(28) Sporting Events: _____ 0

(41) yes

- (1) Year Covered: ~~1993~~ 1994
- (2) Brand Family Name: ROTHMANS
- (3) Descriptions: King ,F ,HP
- (4) Product Length: 84
- (5) Filter: X Non-Filter: _____ (check one)
- (6) Hard Pack: X Soft Pack: _____ (check one)
- (7) Menthol: _____ Non-Menthol: X Other: _____ (check one)
- (8) Num Per Pack: 20 ✓
- (9) "Tar": ~~16.0~~ 16 Nicotine: ~~1.20~~ 1.6 CO.: ~~18.0~~ 15
- (10) Variety Units Sales: 75,312,400
- (11) Variety Dollar Sales: \$4,574,320
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- (13) CAT-A-Expenses (Newspaper) : _____ \$0
- (14) CAT-B-Expenses (Magazines) : _____ 0
- (15) CAT-C-Expenses (Outdoor) : _____ 0
- (16) CAT-D-Expenses (Audio Visual): _____ 0
- (17) CAT-E-Expenses (Public Transport.) : _____ 0
- (18) CAT-F-Expenses (Direct Mail) : _____ 0
- (19) CAT-G-Expenses (Point of Sale): _____ 0
- (20) CAT-H-Expenses (Promotional Allowances) : _____ 0
- (21) CAT-I-Expenses (samples) : _____ 0
- (22) CAT-J-Expenses (Items) : _____ 0
- (23) CAT-K-Expenses (Public Entertainment) : _____ 0
- (24) CAT-L-Expenses (Endorsement) : _____ 0
- (25) CAT-M-Expenses (Retail Value & Coupon) : _____ 511
- (26) CAT-N-Expenses (All Other) : _____ 0
- (27) Total Reportable Expenditures For Variety: _____ \$511
- (28) Sporting Events: _____ 0

(41) yes

- (1) Year Covered: ~~1993~~ 1994
- (2) Brand Family Name: ROTHMANS
- (3) Descriptions: King, F, HP, SPEC-MLD
- (4) Product Length: 84
- (5) Filter: X Non-Filter: _____ (check one)
- (6) Hard Pack: X Soft Pack: _____ (check one)
- (7) Menthol: _____ Non-Menthol: X Other: _____ (check one)
- (8) Num Per Pack: 20 ✓
- (9) "Tar": ~~12.0~~ 13 Nicotine: ~~1.00~~ 1.2 CO.: ~~12.0~~ 12
- (10) Variety Units Sales: 20,610,400
- (11) Variety Dollar Sales: \$1,543,202
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- (13) CAT-A-Expenses (Newspaper) : _____ \$0
- (14) CAT-B-Expenses (Magazines) : _____ 0
- (15) CAT-C-Expenses (Outdoor) : _____ 0
- (16) CAT-D-Expenses (Audio Visual): _____ 0
- (17) CAT-E-Expenses (Public Transport.) : _____ 0
- (18) CAT-F-Expenses (Direct Mail) : _____ 0
- (19) CAT-G-Expenses (Point of Sale): _____ 0
- (20) CAT-H-Expenses (Promotional Allowances) : _____ 0
- (21) CAT-I-Expenses (samples) : _____ 0
- (22) CAT-J-Expenses (Items) : _____ 0
- (23) CAT-K-Expenses (Public Entertainment) : _____ 0
- (24) CAT-L-Expenses (Endorsement) : _____ 0
- (25) CAT-M-Expenses (Retail Value & Coupon) : _____ 140
- (26) CAT-N-Expenses (All Other) : _____ 0
- (27) Total Reportable Expenditures For Variety: _____ \$140
- (28) Sporting Events: _____ 0
- (41) yes

- (1) Year Covered: ~~1993~~ 1994
- (2) Brand Family Name: M INTERNATIONAL PM International
- (3) Descriptions: 100 ,F ,HP ,INT'L
- (4) Product Length: 99
- (5) Filter: X Non-Filter: _____ (check one)
- (6) Hard Pack: X Soft Pack: _____ (check one)
- (7) Menthol: _____ Non-Menthol: X Other: _____ (check one)
- (8) Num Per Pack: 20
- (9) "Tar": ~~16.0~~ 15 Nicotine: ~~1.20~~ 1.1 CO.: ~~15.0~~ 16
- (10) Variety Units Sales: 11,034,000
- (11) Variety Dollar Sales: \$652,102
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- (13) CAT-A-Expenses (Newspaper) : _____ \$0
- (14) CAT-B-Expenses (Magazines) : _____ 0
- (15) CAT-C-Expenses (Outdoor) : _____ 0
- (16) CAT-D-Expenses (Audio Visual): _____ 0
- (17) CAT-E-Expenses (Public Transport.) : _____ 0
- (18) CAT-F-Expenses (Direct Mail) : _____ 0
- (19) CAT-G-Expenses (Point of Sale): _____ 0
- (20) CAT-H-Expenses (Promotional Allowances) : _____ 0
- (21) CAT-I-Expenses (samples) : _____ 0
- (22) CAT-J-Expenses (Items) : _____ 0
- (23) CAT-K-Expenses (Public Entertainment) : _____ 0
- (24) CAT-L-Expenses (Endorsement) : _____ 0
- (25) CAT-M-Expenses (Retail Value & Coupon) : _____ 75
- (26) CAT-N-Expenses (All Other) : _____ 0
- (27) Total Reportable Expenditures For Variety: _____ \$75
- (28) Sporting Events: _____ 0

(41) No

- (1) Year Covered: ~~1993~~ 1994
- (2) Brand Family Name: M INTERNATIONAL *PM International*
- (3) Descriptions: 100 ,F ,HP ,MEN ,INT'L
- (4) Product Length: 99
- (5) Filter: X Non-Filter: _____ (check one)
- (6) Hard Pack: X Soft Pack: _____ (check one)
- (7) Menthol: X Non-Menthol: _____ Other: _____ (check one)
- (8) Num Per Pack: 20
- (9) "Tar": ~~16.0~~ 15 Nicotine: ~~1.20~~ 1.1 CO.: ~~14.0~~ 15
- (10) Variety Units Sales: 1,044,000
- (11) Variety Dollar Sales: \$53,945
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- (13) CAT-A-Expenses (Newspaper) : _____ \$0
- (14) CAT-B-Expenses (Magazines) : _____ 0
- (15) CAT-C-Expenses (Outdoor) : _____ 0
- (16) CAT-D-Expenses (Audio Visual): _____ 0
- (17) CAT-E-Expenses (Public Transport.) : _____ 0
- (18) CAT-F-Expenses (Direct Mail) : _____ 0
- (19) CAT-G-Expenses (Point of Sale): _____ 0
- (20) CAT-H-Expenses (Promotional Allowances) : _____ 0
- (21) CAT-I-Expenses (samples) : _____ 0
- (22) CAT-J-Expenses (Items) : _____ 0
- (23) CAT-K-Expenses (Public Entertainment) : _____ 0
- (24) CAT-L-Expenses (Endorsement) : _____ 0
- (25) CAT-M-Expenses (Retail Value & Coupon) : _____ 7
- (26) CAT-N-Expenses (All Other) : _____ 0
- (27) Total Reportable Expenditures For Variety: _____ \$7
- (28) Sporting Events: _____ 0
- (41) No

- (1) Year Covered: ~~1993~~ 1994
- (2) Brand Family Name: SARATOGA
- (3) Descriptions: 120 ,F ,HP
- (4) Product Length: 120
- (5) Filter: X Non-Filter: _____ (check one)
- (6) Hard Pack: X Soft Pack: _____ (check one)
- (7) Menthol: _____ Non-Menthol: X Other: _____ (check one)
- (8) Num Per Pack: 20
- (9) "Tar": ~~14.0~~ /4 Nicotine: ~~1.10~~ /c/ CO.: ~~13.0~~ /4
- (10) Variety Units Sales: 356,647,200
- (11) Variety Dollar Sales: \$21,632,573
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- (13) CAT-A-Expenses (Newspaper) : _____ \$0
- (14) CAT-B-Expenses (Magazines) : _____ 0
- (15) CAT-C-Expenses (Outdoor) : _____ 0
- (16) CAT-D-Expenses (Audio Visual): _____ 0
- (17) CAT-E-Expenses (Public Transport.) : _____ 0
- (18) CAT-F-Expenses (Direct Mail) : _____ 0
- (19) CAT-G-Expenses (Point of Sale): _____ 0
- (20) CAT-H-Expenses (Promotional Allowances) : _____ 906,142
- (21) CAT-I-Expenses (samples) : _____ 47
- (22) CAT-J-Expenses (Items) : _____ 0
- (23) CAT-K-Expenses (Public Entertainment) : _____ 0
- (24) CAT-L-Expenses (Endorsement) : _____ 0
- (25) CAT-M-Expenses (Retail Value & Coupon) : _____ 2,787
- (26) CAT-N-Expenses (All Other) : _____ 0
- (27) Total Reportable Expenditures For Variety: _____ \$908,976
- (28) Sporting Events: _____ 0

(41) No

- (1) Year Covered: ~~1993~~ 1994
- (2) Brand Family Name: SARATOGA
- (3) Descriptions: 120 ,F ,HP ,MEN
- (4) Product Length: 120
- (5) Filter: X Non-Filter: _____ (check one)
- (6) Hard Pack: X Soft Pack: _____ (check one)
- (7) Menthol: X Non-Menthol: _____ Other: _____ (check one)
- (8) Num Per Pack: 20
- (9) "Tar": ~~14.0~~ 14 Nicotine: ~~1.10~~ 1.1 CO.: ~~13.0~~ 13
- (10) Variety Units Sales: 172,171,400
- (11) Variety Dollar Sales: \$10,450,233
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- (13) CAT-A-Expenses (Newspaper) : _____ \$0
- (14) CAT-B-Expenses (Magazines) : _____ 0
- (15) CAT-C-Expenses (Outdoor) : _____ 0
- (16) CAT-D-Expenses (Audio Visual): _____ 0
- (17) CAT-E-Expenses (Public Transport.) : _____ 0
- (18) CAT-F-Expenses (Direct Mail) : _____ 0
- (19) CAT-G-Expenses (Point of Sale): _____ 0
- (20) CAT-H-Expenses (Promotional Allowances) : _____ 437,440
- (21) CAT-I-Expenses (samples) : _____ 23
- (22) CAT-J-Expenses (Items) : _____ 0
- (23) CAT-K-Expenses (Public Entertainment) : _____ 0
- (24) CAT-L-Expenses (Endorsement) : _____ 0
- (25) CAT-M-Expenses (Retail Value & Coupon) : _____ 1,346
- (26) CAT-N-Expenses (All Other) : _____ 0
- (27) Total Reportable Expenditures For Variety: _____ \$438,809
- (28) Sporting Events: _____ 0

(41) No

- (1) Year Covered: ~~1993~~ 1994
- (2) Brand Family Name: VIRGINIA SLIMS
- (3) Descriptions: 100 ,F ,SP ,SLIM
- (4) Product Length: 100
- (5) Filter: X Non-Filter: _____ (check one)
- (6) Hard Pack: _____ Soft Pack: X (check one)
- (7) Menthol: _____ Non-Menthol: X Other: _____ (check one)
- (8) Num Per Pack: 20
- (9) "Tar": ~~14.0~~ 14 Nicotine: ~~1.10~~ 1.01 CO.: ~~12.0~~ 12
- (10) Variety Units Sales: 1,485,288,800
- (11) Variety Dollar Sales: \$88,975,229
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- (13) CAT-A-Expenses (Newspaper) : \$318,100
- (14) CAT-B-Expenses (Magazines) : 2,962,253
- (15) CAT-C-Expenses (Outdoor) : 859,659
- (16) CAT-D-Expenses (Audio Visual): 0
- (17) CAT-E-Expenses (Public Transport.) : 1,198,539
- (18) CAT-F-Expenses (Direct Mail) : 0
- (19) CAT-G-Expenses (Point of Sale): 376,628
- (20) CAT-H-Expenses (Promotional Allowances) : 3,546,092
- (21) CAT-I-Expenses (samples) : 10,670
- (22) CAT-J-Expenses (Items) : 1,351,921
- (23) CAT-K-Expenses (Public Entertainment) : 1,128,933
- (24) CAT-L-Expenses (Endorsement) : 0
- (25) CAT-M-Expenses (Retail Value & Coupon) : 6,587,834
- (26) CAT-N-Expenses (All Other) : 125,898
- (27) Total Reportable Expenditures For Variety: \$18,466,527
- (28) Sporting Events: 1,430,569

(41) No

- (1) Year Covered: -1993 1994
- (2) Brand Family Name: VIRGINIA SLIMS
- (3) Descriptions: 100 ,F ,SP ,MEN ,SLIM
- (4) Product Length: 100
- (5) Filter: X Non-Filter: _____ (check one)
- (6) Hard Pack: _____ Soft Pack: X (check one)
- (7) Menthol: X Non-Menthol: _____ Other: _____ (check one)
- (8) Num Per Pack: 20
- (9) "Tar": -15.0 14 Nicotine: -1.10 1.2 CO.: -12.0 12
- (10) Variety Units Sales: 1,333,690,580
- (11) Variety Dollar Sales: \$79,579,314
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- (13) CAT-A-Expenses (Newspaper) : \$285,632
- (14) CAT-B-Expenses (Magazines) : 2,659,906
- (15) CAT-C-Expenses (Outdoor) : 771,917
- (16) CAT-D-Expenses (Audio Visual): 0
- (17) CAT-E-Expenses (Public Transport.) : 1,076,209
- (18) CAT-F-Expenses (Direct Mail) : 0
- (19) CAT-G-Expenses (Point of Sale): 338,187
- (20) CAT-H-Expenses (Promotional Allowances) : 3,184,155
- (21) CAT-I-Expenses (samples) : 9,581
- (22) CAT-J-Expenses (Items) : 1,213,935
- (23) CAT-K-Expenses (Public Entertainment) : 1,013,707
- (24) CAT-L-Expenses (Endorsement) : 0
- (25) CAT-M-Expenses (Retail Value & Coupon) : 5,915,437
- (26) CAT-N-Expenses (All Other) : 113,048
- (27) Total Reportable Expenditures For Variety: \$16,581,714
- (28) Sporting Events: 1,284,556

(41) No

- (1) Year Covered: ~~1993~~ 1994
- (2) Brand Family Name: VIRGINIA SLIMS
- (3) Descriptions: 100 ,F ,HP ,LT ,SLIM
- (4) Product Length: 99
- (5) Filter: X Non-Filter: _____ (check one)
- (6) Hard Pack: X Soft Pack: _____ (check one)
- (7) Menthol: _____ Non-Menthol: X Other: _____ (check one)
- (8) Num Per Pack: 20
- (9) "Tar": ~~8.0~~ 8 Nicotine: ~~0.70~~ 0.7 CO.: ~~8.0~~ 8
- (10) Variety Units Sales: 1,323,266,620
- (11) Variety Dollar Sales: \$78,852,115
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- (13) CAT-A-Expenses (Newspaper) : \$283,400
- (14) CAT-B-Expenses (Magazines) : 2,639,117
- (15) CAT-C-Expenses (Outdoor) : 765,884
- (16) CAT-D-Expenses (Audio Visual): 0
- (17) CAT-E-Expenses (Public Transport.) : 1,067,797
- (18) CAT-F-Expenses (Direct Mail) : 0
- (19) CAT-G-Expenses (Point of Sale): 335,543
- (20) CAT-H-Expenses (Promotional Allowances) : 3,159,268
- (21) CAT-I-Expenses (samples) : 9,506
- (22) CAT-J-Expenses (Items) : 1,204,447
- (23) CAT-K-Expenses (Public Entertainment) : 1,005,784
- (24) CAT-L-Expenses (Endorsement) : 0
- (25) CAT-M-Expenses (Retail Value & Coupon) : 5,869,202
- (26) CAT-N-Expenses (All Other) : 112,165
- (27) Total Reportable Expenditures For Variety: \$16,452,113
- (28) Sporting Events: 1,274,516

(41) No

- (1) Year Covered: 1993 1994
- (2) Brand Family Name: VIRGINIA SLIMS
- (3) Descriptions: 100 ,F ,HP ,LT ,MEN ,SLIM
- (4) Product Length: 99
- (5) Filter: X Non-Filter: _____ (check one)
- (6) Hard Pack: X Soft Pack: _____ (check one)
- (7) Menthol: X Non-Menthol: _____ Other: _____ (check one)
- (8) Num Per Pack: 20
- (9) "Tar": 8.0 8 Nicotine: 0.60 0.7 CO.: 8.0 9
- (10) Variety Units Sales: 1,536,452,240
- (11) Variety Dollar Sales: \$91,222,979
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- (13) CAT-A-Expenses (Newspaper) : \$329,057
- (14) CAT-B-Expenses (Magazines) : 3,064,293
- (15) CAT-C-Expenses (Outdoor) : 889,272
- (16) CAT-D-Expenses (Audio Visual): 0
- (17) CAT-E-Expenses (Public Transport.) : 1,239,825
- (18) CAT-F-Expenses (Direct Mail) : 0
- (19) CAT-G-Expenses (Point of Sale): 389,601
- (20) CAT-H-Expenses (Promotional Allowances) : 3,668,244
- (21) CAT-I-Expenses (samples) : 11,038
- (22) CAT-J-Expenses (Items) : 1,398,490
- (23) CAT-K-Expenses (Public Entertainment) : 1,167,821
- (24) CAT-L-Expenses (Endorsement) : 0
- (25) CAT-M-Expenses (Retail Value & Coupon) : 6,814,763
- (26) CAT-N-Expenses (All Other) : 130,235
- (27) Total Reportable Expenditures For Variety: \$19,102,639
- (28) Sporting Events: 1,479,848

(41) No

- (1) Year Covered: 1993 1994
- (2) Brand Family Name: VIRGINIA SLIMS
- (3) Descriptions: 120 ,F ,HP ,LT ,SLIM
- (4) Product Length: 120
- (5) Filter: X Non-Filter: _____ (check one)
- (6) Hard Pack: X Soft Pack: _____ (check one)
- (7) Menthol: _____ Non-Menthol: X Other: _____ (check one)
- (8) Num Per Pack: 20
- (9) "Tar": 14.0 / 4 Nicotine: 1.00 / 1 CO.: 13.0 / 5
- (10) Variety Units Sales: 1,204,250,400
- (11) Variety Dollar Sales: \$72,601,795
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- (13) CAT-A-Expenses (Newspaper) : \$257,910
- (14) CAT-B-Expenses (Magazines) : 2,401,752
- (15) CAT-C-Expenses (Outdoor) : 696,999
- (16) CAT-D-Expenses (Audio Visual): 0
- (17) CAT-E-Expenses (Public Transport.) : 971,758
- (18) CAT-F-Expenses (Direct Mail) : 0
- (19) CAT-G-Expenses (Point of Sale): 305,364
- (20) CAT-H-Expenses (Promotional Allowances) : 2,875,120
- (21) CAT-I-Expenses (samples) : 8,651
- (22) CAT-J-Expenses (Items) : 1,096,118
- (23) CAT-K-Expenses (Public Entertainment) : 915,322
- (24) CAT-L-Expenses (Endorsement) : 0
- (25) CAT-M-Expenses (Retail Value & Coupon) : 5,341,319
- (26) CAT-N-Expenses (All Other) : 102,076
- (27) Total Reportable Expenditures For Variety: \$14,972,389
- (28) Sporting Events: 1,159,885

(41) No

- (1) Year Covered: ~~1993~~ 1994
- (2) Brand Family Name: VIRGINIA SLIMS
- (3) Descriptions: 120 ,F ,HP ,LT ,MEN ,SLIM
- (4) Product Length: 120
- (5) Filter: X Non-Filter: (check one)
- (6) Hard Pack: X Soft Pack: (check one)
- (7) Menthol: X Non-Menthol: Other: (check one)
- (8) Num Per Pack: 20
- (9) "Tar": ~~14.0~~ 14 Nicotine: ~~1.10~~ 1.1 CO.: ~~13.0~~ 14
- (10) Variety Units Sales: 866,056,400
- (11) Variety Dollar Sales: \$52,143,391
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- (13) CAT-A-Expenses (Newspaper) : \$185,481
- (14) CAT-B-Expenses (Magazines) : 1,727,259
- (15) CAT-C-Expenses (Outdoor) : 501,258
- (16) CAT-D-Expenses (Audio Visual): 0
- (17) CAT-E-Expenses (Public Transport.) : 698,856
- (18) CAT-F-Expenses (Direct Mail) : 0
- (19) CAT-G-Expenses (Point of Sale): 219,608
- (20) CAT-H-Expenses (Promotional Allowances) : 2,067,689
- (21) CAT-I-Expenses (samples) : 6,222
- (22) CAT-J-Expenses (Items) : 788,291
- (23) CAT-K-Expenses (Public Entertainment) : 658,269
- (24) CAT-L-Expenses (Endorsement) : 0
- (25) CAT-M-Expenses (Retail Value & Coupon) : 3,841,297
- (26) CAT-N-Expenses (All Other) : 73,410
- (27) Total Reportable Expenditures For Variety: \$10,767,640
- (28) Sporting Events: 834,150

(41) No

- (1) Year Covered: ~~1993~~ 1994
- (2) Brand Family Name: VIRGINIA SLIMS
- (3) Descriptions: 100 ,F ,HP ,ULTRA-LT ,SLIM
- (4) Product Length: 99
- (5) Filter: X Non-Filter: _____ (check one)
- (6) Hard Pack: X Soft Pack: _____ (check one)
- (7) Menthol: _____ Non-Menthol: X Other: _____ (check one)
- (8) Num Per Pack: 20
- (9) "Tar": ~~6.0~~ 5 Nicotine: ~~0.50~~ 0.5 CO.: ~~0.0~~ 5
- (10) Variety Units Sales: 1,106,988,160
- (11) Variety Dollar Sales: \$66,923,706
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- (13) CAT-A-Expenses (Newspaper) : \$237,080
- (14) CAT-B-Expenses (Magazines) : 2,207,772
- (15) CAT-C-Expenses (Outdoor) : 640,706
- (16) CAT-D-Expenses (Audio Visual): 0
- (17) CAT-E-Expenses (Public Transport.) : 893,273
- (18) CAT-F-Expenses (Direct Mail) : 0
- (19) CAT-G-Expenses (Point of Sale): 280,701
- (20) CAT-H-Expenses (Promotional Allowances) : 2,642,908
- (21) CAT-I-Expenses (samples) : 7,952
- (22) CAT-J-Expenses (Items) : 1,007,589
- (23) CAT-K-Expenses (Public Entertainment) : 841,395
- (24) CAT-L-Expenses (Endorsement) : 0
- (25) CAT-M-Expenses (Retail Value & Coupon) : 4,909,923
- (26) CAT-N-Expenses (All Other) : 93,832
- (27) Total Reportable Expenditures For Variety: \$13,763,131
- (28) Sporting Events: 1,066,206

(41) No

- (1) Year Covered: -1993 1994
- (2) Brand Family Name: VIRGINIA SLIMS
- (3) Descriptions: 100 ,F ,HP ,ULTRA-LT ,MEN ,SLIM
- (4) Product Length: 99
- (5) Filter: X Non-Filter: _____ (check one)
- (6) Hard Pack: X Soft Pack: _____ (check one)
- (7) Menthol: X Non-Menthol: _____ Other: _____ (check one)
- (8) Num Per Pack: 20
- (9) "Tar": -6.0 5 Nicotine: -0.50 0.5 CO.: -6.0 5
- (10) Variety Units Sales: 952,144,200
- (11) Variety Dollar Sales: \$57,252,855
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- (13) CAT-A-Expenses (Newspaper) : \$203,918
- (14) CAT-B-Expenses (Magazines) : 1,898,952
- (15) CAT-C-Expenses (Outdoor) : 551,085
- (16) CAT-D-Expenses (Audio Visual): 0
- (17) CAT-E-Expenses (Public Transport.) : 768,323
- (18) CAT-F-Expenses (Direct Mail) : 0
- (19) CAT-G-Expenses (Point of Sale): 241,437
- (20) CAT-H-Expenses (Promotional Allowances) : 2,273,222
- (21) CAT-I-Expenses (samples) : 6,840
- (22) CAT-J-Expenses (Items) : 866,649
- (23) CAT-K-Expenses (Public Entertainment) : 723,702
- (24) CAT-L-Expenses (Endorsement) : 0
- (25) CAT-M-Expenses (Retail Value & Coupon) : 4,223,130
- (26) CAT-N-Expenses (All Other) : 80,707
- (27) Total Reportable Expenditures For Variety: \$11,837,965
- (28) Sporting Events: 917,066

(41) No

- (1) Year Covered: ~~1993~~ 1994
- (2) Brand Family Name: VIRGINIA SLIMS
- (3) Descriptions: 100 ,F ,HP ,SUP-SLIM
- (4) Product Length: 99
- (5) Filter: X Non-Filter: _____ (check one)
- (6) Hard Pack: X Soft Pack: _____ (check one)
- (7) Menthol: _____ Non-Menthol: X Other: _____ (check one)
- (8) Num Per Pack: 20
- (9) "Tar": ~~-6.0~~ 6 Nicotine: ~~0.50~~ 0.5 CO.: ~~-6.0~~ 5
- (10) Variety Units Sales: 267,241,800
- (11) Variety Dollar Sales: \$16,179,220
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- (13) CAT-A-Expenses (Newspaper) : \$57,234
- (14) CAT-B-Expenses (Magazines) : 532,986
- (15) CAT-C-Expenses (Outdoor) : 154,675
- (16) CAT-D-Expenses (Audio Visual): 0
- (17) CAT-E-Expenses (Public Transport.) : 215,648
- (18) CAT-F-Expenses (Direct Mail) : 0
- (19) CAT-G-Expenses (Point of Sale): 67,765
- (20) CAT-H-Expenses (Promotional Allowances) : 638,034
- (21) CAT-I-Expenses (samples) : 1,920
- (22) CAT-J-Expenses (Items) : 243,245
- (23) CAT-K-Expenses (Public Entertainment) : 203,124
- (24) CAT-L-Expenses (Endorsement) : 0
- (25) CAT-M-Expenses (Retail Value & Coupon) : 1,185,321
- (26) CAT-N-Expenses (All Other) : 22,652
- (27) Total Reportable Expenditures For Variety: \$3,322,604
- (28) Sporting Events: 257,396

(41) No

- (1) Year Covered: 1993- 1994
- (2) Brand Family Name: VIRGINIA SLIMS
- (3) Descriptions: 100 ,F ,HP ,MEN ,SUP-SLIM
- (4) Product Length: 99
- (5) Filter: X Non-Filter: _____ (check one)
- (6) Hard Pack: X Soft Pack: _____ (check one)
- (7) Menthol: X Non-Menthol: _____ Other: _____ (check one)
- (8) Num Per Pack: 20
- (9) "Tar": -6.0 6 Nicotine: -0.50 0.5 CO.: -5.0 5
- (10) Variety Units Sales: 394,876,410
- (11) Variety Dollar Sales: \$23,895,419
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- (13) CAT-A-Expenses (Newspaper) : \$84,569
- (14) CAT-B-Expenses (Magazines) : 787,540
- (15) CAT-C-Expenses (Outdoor) : 228,547
- (16) CAT-D-Expenses (Audio Visual): 0
- (17) CAT-E-Expenses (Public Transport.) : 318,642
- (18) CAT-F-Expenses (Direct Mail) : 0
- (19) CAT-G-Expenses (Point of Sale): 100,129
- (20) CAT-H-Expenses (Promotional Allowances) : 942,758
- (21) CAT-I-Expenses (samples) : 2,837
- (22) CAT-J-Expenses (Items) : 359,420
- (23) CAT-K-Expenses (Public Entertainment) : 300,136
- (24) CAT-L-Expenses (Endorsement) : 0
- (25) CAT-M-Expenses (Retail Value & Coupon) : 1,751,431
- (26) CAT-N-Expenses (All Other) : 33,471
- (27) Total Reportable Expenditures For Variety: \$4,909,479
- (28) Sporting Events: 380,329

(41) No

- (1) Year Covered: ~~1993~~ 1994
- (2) Brand Family Name: AMERICAN VAL *ALL American Value*
- (3) Descriptions: King ,F ,SP ,FULL-FLA
- (4) Product Length: 84
- (5) Filter: X Non-Filter: _____ (check one)
- (6) Hard Pack: _____ Soft Pack: _____ (check one)
- (7) Menthol: _____ Non-Menthol: X Other: _____ (check one)
- (8) Num Per Pack: 20
- (9) *Tar*: 16.0 Nicotine: 1.00 CO.: ~~0.0~~ NA
- (10) Variety Units Sales: 202,785,800
- (11) Variety Dollar Sales: \$4,733,917
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- (13) CAT-A-Expenses (Newspaper) : _____ \$0
- (14) CAT-B-Expenses (Magazines) : _____ 0
- (15) CAT-C-Expenses (Outdoor) : _____ 0
- (16) CAT-D-Expenses (Audio Visual): _____ 0
- (17) CAT-E-Expenses (Public Transport.) : _____ 0
- (18) CAT-F-Expenses (Direct Mail) : _____ 0
- (19) CAT-G-Expenses (Point of Sale): _____ 22,792
- (20) CAT-H-Expenses (Promotional Allowances) : _____ 545,529
- (21) CAT-I-Expenses (samples) : _____ 1,032
- (22) CAT-J-Expenses (Items) : _____ 1,266
- (23) CAT-K-Expenses (Public Entertainment) : _____ 0
- (24) CAT-L-Expenses (Endorsement) : _____ 0
- (25) CAT-M-Expenses (Retail Value & Coupon) : _____ 124,690
- (26) CAT-N-Expenses (All Other) : _____ 0
- (27) Total Reportable Expenditures For Variety: _____ \$695,309
- (28) Sporting Events: _____ 0

(41) No

- (1) Year Covered: ~~1993~~ 1994
- (2) Brand Family Name: ~~AMERICAN-VAL~~ ALL American Value
- (3) Descriptions: King ,F ,SP ,LT
- (4) Product Length: 84
- (5) Filter: X Non-Filter: _____ (check one)
- (6) Hard Pack: _____ Soft Pack: _____ (check one)
- (7) Menthol: _____ Non-Menthol: X Other: _____ (check one)
- (8) Num Per Pack: 20
- (9) "Tar": 11.0 Nicotine: 0.80 CO.: ~~0.0~~ N/A
- (10) Variety Units Sales: 136,674,200
- (11) Variety Dollar Sales: \$3,262,043
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- (13) CAT-A-Expenses (Newspaper) : _____ \$0
- (14) CAT-B-Expenses (Magazines) : _____ 0
- (15) CAT-C-Expenses (Outdoor) : _____ 0
- (16) CAT-D-Expenses (Audio Visual): _____ 0
- (17) CAT-E-Expenses (Public Transport.) : _____ 0
- (18) CAT-F-Expenses (Direct Mail) : _____ 0
- (19) CAT-G-Expenses (Point of Sale): _____ 15,361
- (20) CAT-H-Expenses (Promotional Allowances) : _____ 367,677
- (21) CAT-I-Expenses (samples) : _____ 695
- (22) CAT-J-Expenses (Items) : _____ 854
- (23) CAT-K-Expenses (Public Entertainment) : _____ 0
- (24) CAT-L-Expenses (Endorsement) : _____ 0
- (25) CAT-M-Expenses (Retail Value & Coupon) : _____ 84,039
- (26) CAT-N-Expenses (All Other) : _____ 0
- (27) Total Reportable Expenditures For Variety: _____ \$468,626
- (28) Sporting Events: _____ 0

(41) No

- (1) Year Covered: 1993 1994
- (2) Brand Family Name: AMERICAN VAL *All American Value*
- (3) Descriptions: King ,F ,SP ,LT ,MEN
- (4) Product Length: 84
- (5) Filter: X Non-Filter: _____ (check one)
- (6) Hard Pack: _____ Soft Pack: _____ (check one)
- (7) Menthol: X Non-Menthol: _____ Other: _____ (check one)
- (8) Num Per Pack: 20
- (9) "Tar": 11.0 Nicotine: 0.80 CO.: 0.0 N/A
- (10) Variety Units Sales: 67,730,200
- (11) Variety Dollar Sales: \$1,610,365
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- (13) CAT-A-Expenses (Newspaper) : _____ \$0
- (14) CAT-B-Expenses (Magazines) : _____ 0
- (15) CAT-C-Expenses (Outdoor) : _____ 0
- (16) CAT-D-Expenses (Audio Visual): _____ 0
- (17) CAT-E-Expenses (Public Transport.) : _____ 0
- (18) CAT-F-Expenses (Direct Mail) : _____ 0
- (19) CAT-G-Expenses (Point of Sale): _____ 7,612
- (20) CAT-H-Expenses (Promotional Allowances) : _____ 182,206
- (21) CAT-I-Expenses (samples) : _____ 345
- (22) CAT-J-Expenses (Items) : _____ 423
- (23) CAT-K-Expenses (Public Entertainment) : _____ 0
- (24) CAT-L-Expenses (Endorsement) : _____ 0
- (25) CAT-M-Expenses (Retail Value & Coupon) : _____ 41,646
- (26) CAT-N-Expenses (All Other) : _____ 0
- (27) Total Reportable Expenditures For Variety: _____ \$232,232
- (28) Sporting Events: _____ 0

(41) No

Cigarette Report Form

0603

- ## Reportable Expenditures

- (41) No

- (1) Year Covered: 1993 1994
- (2) Brand Family Name: L AMERICAN VAL *All American Value*
- (3) Descriptions: 100 ,F ,SP ,LT
- (4) Product Length: 100
- (5) Filter: X Non-Filter: _____ (check one)
- (6) Hard Pack: _____ Soft Pack: _____ (check one)
- (7) Menthol: _____ Non-Menthol: X Other: _____ (check one)
- (8) Num Per Pack: 20
- (9) "Tar": 11.0 Nicotine: 0.80 CO.: 0.0 N/A
- (10) Variety Units Sales: 174,157,800
- (11) Variety Dollar Sales: \$4,285,676
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- (13) CAT-A-Expenses (Newspaper) : _____ \$0
- (14) CAT-B-Expenses (Magazines) : _____ 0
- (15) CAT-C-Expenses (Outdoor) : _____ 0
- (16) CAT-D-Expenses (Audio Visual): _____ 0
- (17) CAT-E-Expenses (Public Transport.) : _____ 0
- (18) CAT-F-Expenses (Direct Mail) : _____ 0
- (19) CAT-G-Expenses (Point of Sale): _____ 19,574
- (20) CAT-H-Expenses (Promotional Allowances) : _____ 468,514
- (21) CAT-I-Expenses (samples) : _____ 886
- (22) CAT-J-Expenses (Items) : _____ 1,088
- (23) CAT-K-Expenses (Public Entertainment) : _____ 0
- (24) CAT-L-Expenses (Endorsement) : _____ 0
- (25) CAT-M-Expenses (Retail Value & Coupon) : _____ 107,087
- (26) CAT-N-Expenses (All Other) : _____ 0
- (27) Total Reportable Expenditures For Variety: _____ \$597,149
- (28) Sporting Events: _____ 0

(41) No

- (1) Year Covered: ~~1993~~ 1994
- (2) Brand Family Name: L AMERICAN VAL *All American Value*
- (3) Descriptions: 100 ,F ,SP ,LT ,MEN
- (4) Product Length: 100
- (5) Filter: X Non-Filter: _____ (check one)
- (6) Hard Pack: _____ Soft Pack: _____ (check one)
- (7) Menthol: X Non-Menthol: _____ Other: _____ (check one)
- (8) Num Per Pack: 20
- (9) "Tar": 11.0 Nicotine: 0.80 CO.: ~~0.0~~ N/A
- (10) Variety Units Sales: 108,997,800
- (11) Variety Dollar Sales: \$2,813,276
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- (13) CAT-A-Expenses (Newspaper) : _____ \$0
- (14) CAT-B-Expenses (Magazines) : _____ 0
- (15) CAT-C-Expenses (Outdoor) : _____ 0
- (16) CAT-D-Expenses (Audio Visual): _____ 0
- (17) CAT-E-Expenses (Public Transport.) : _____ 0
- (18) CAT-F-Expenses (Direct Mail) : _____ 0
- (19) CAT-G-Expenses (Point of Sale): _____ 12,251
- (20) CAT-H-Expenses (Promotional Allowances) : _____ 293,223
- (21) CAT-I-Expenses (samples) : _____ 555
- (22) CAT-J-Expenses (Items) : _____ 681
- (23) CAT-K-Expenses (Public Entertainment) : _____ 0
- (24) CAT-L-Expenses (Endorsement) : _____ 0
- (25) CAT-M-Expenses (Retail Value & Coupon) : _____ 67,021
- (26) CAT-N-Expenses (All Other) : _____ 0
- (27) Total Reportable Expenditures For Variety: _____ \$373,731
- (28) Sporting Events: _____ 0

(41) *No*

- (1) Year Covered: ~~1993~~ 1994
- (2) Brand Family Name: L AMERICAN VAL All American Value
- (3) Descriptions: King ,F ,SP ,ULTRA-LT
- (4) Product Length: 84
- (5) Filter: X Non-Filter: _____ (check one)
- (6) Hard Pack: _____ Soft Pack: _____ (check one)
- (7) Menthol: _____ Non-Menthol: X Other: _____ (check one)
- (8) Num Per Pack: 20
- (9) "Tar": 6.0 Nicotine: 0.50 CO.: ~~0.0~~ N/A
- (10) Variety Units Sales: 75,848,200
- (11) Variety Dollar Sales: \$1,862,932
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- (13) CAT-A-Expenses (Newspaper) : _____ \$0
- (14) CAT-B-Expenses (Magazines) : _____ 0
- (15) CAT-C-Expenses (Outdoor) : _____ 0
- (16) CAT-D-Expenses (Audio Visual): _____ 0
- (17) CAT-E-Expenses (Public Transport.) : _____ 0
- (18) CAT-F-Expenses (Direct Mail) : _____ 0
- (19) CAT-G-Expenses (Point of Sale): _____ 8,525
- (20) CAT-H-Expenses (Promotional Allowances) : _____ 204,045
- (21) CAT-I-Expenses (samples) : _____ 386
- (22) CAT-J-Expenses (Items) : _____ 474
- (23) CAT-K-Expenses (Public Entertainment) : _____ 0
- (24) CAT-L-Expenses (Endorsement) : _____ 0
- (25) CAT-M-Expenses (Retail Value & Coupon) : _____ 46,638
- (26) CAT-N-Expenses (All Other) : _____ 0
- (27) Total Reportable Expenditures For Variety: _____ \$260,068
- (28) Sporting Events: _____ 0

(41) No

- (1) Year Covered: ~~1993~~ 1994
- (2) Brand Family Name: L AMERICAN VAL *All American Value*
- (3) Descriptions: 100 ,F ,SP ,ULTRA-LT
- (4) Product Length: 100
- (5) Filter: X Non-Filter: _____ (check one)
- (6) Hard Pack: _____ Soft Pack: _____ (check one)
- (7) Menthol: _____ Non-Menthol: X Other: _____ (check one)
- (8) Num Per Pack: 20
- (9) "Tar": 6.0 Nicotine: 0.50 CO.: ~~0.0~~ N/A
- (10) Variety Units Sales: 245,725,200
- (11) Variety Dollar Sales: \$5,907,493
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- (13) CAT-A-Expenses (Newspaper) : _____ \$0
- (14) CAT-B-Expenses (Magazines) : _____ 0
- (15) CAT-C-Expenses (Outdoor) : _____ 0
- (16) CAT-D-Expenses (Audio Visual): _____ 0
- (17) CAT-E-Expenses (Public Transport.) : _____ 0
- (18) CAT-F-Expenses (Direct Mail) : _____ 0
- (19) CAT-G-Expenses (Point of Sale): _____ 27,618
- (20) CAT-H-Expenses (Promotional Allowances) : _____ 661,043
- (21) CAT-I-Expenses (samples) : _____ 1,250
- (22) CAT-J-Expenses (Items) : _____ 1,533
- (23) CAT-K-Expenses (Public Entertainment) : _____ 0
- (24) CAT-L-Expenses (Endorsement) : _____ 0
- (25) CAT-M-Expenses (Retail Value & Coupon) : _____ 151,093
- (26) CAT-N-Expenses (All Other) : _____ 0
- (27) Total Reportable Expenditures For Variety: _____ \$842,537
- (28) Sporting Events: _____ 0

(41) No

- (1) Year Covered: ~~1993~~ 1994
- (2) Brand Family Name: BASIC
- (3) Descriptions: King ,F ,SP
- (4) Product Length: 84
- (5) Filter: X Non-Filter: _____ (check one)
- (6) Hard Pack: _____ Soft Pack: X (check one)
- (7) Menthol: _____ Non-Menthol: X Other: _____ (check one)
- (8) Num Per Pack: 20
- (9) "Tar": ~~16.0~~ 15 Nicotine: ~~1.00~~ 1.0 CO.: ~~0.0~~ 16
- (10) Variety Units Sales: 4,175,527,920
- (11) Variety Dollar Sales: \$127,633,506
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- (13) CAT-A-Expenses (Newspaper) : \$198,480
- (14) CAT-B-Expenses (Magazines) : 1,102,194
- (15) CAT-C-Expenses (Outdoor) : 1,482,332
- (16) CAT-D-Expenses (Audio Visual): 0
- (17) CAT-E-Expenses (Public Transport.) : 555,738
- (18) CAT-F-Expenses (Direct Mail) : 0
- (19) CAT-G-Expenses (Point of Sale): 1,642,239
- (20) CAT-H-Expenses (Promotional Allowances) : 13,106,980
- (21) CAT-I-Expenses (samples) : 24,592
- (22) CAT-J-Expenses (Items) : 103,829
- (23) CAT-K-Expenses (Public Entertainment) : 514
- (24) CAT-L-Expenses (Endorsement) : 0
- (25) CAT-M-Expenses (Retail Value & Coupon) : 8,260,716
- (26) CAT-N-Expenses (All Other) : 75,702
- (27) Total Reportable Expenditures For Variety: \$26,553,316
- (28) Sporting Events: 0

(41) No

- (1) Year Covered: ~~1993~~ 1994
- (2) Brand Family Name: BASIC
- (3) Descriptions: 100 ,F ,SP
- (4) Product Length: 100
- (5) Filter: X Non-Filter: _____ (check one)
- (6) Hard Pack: _____ Soft Pack: X (check one)
- (7) Menthol: _____ Non-Menthol: X Other: _____ (check one)
- (8) Num Per Pack: 20
- (9) "Tar": ~~16.0~~ 15 Nicotine: ~~1.00~~ 1.1 CO.: ~~0.0~~ 16
- (10) Variety Units Sales: 3,898,157,000
- (11) Variety Dollar Sales: \$123,233,137
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- (13) CAT-A-Expenses (Newspaper) : \$185,296
- (14) CAT-B-Expenses (Magazines) : 1,028,978
- (15) CAT-C-Expenses (Outdoor) : 1,383,864
- (16) CAT-D-Expenses (Audio Visual): 0
- (17) CAT-E-Expenses (Public Transport.) : 518,822
- (18) CAT-F-Expenses (Direct Mail) : 0
- (19) CAT-G-Expenses (Point of Sale): 1,533,149
- (20) CAT-H-Expenses (Promotional Allowances) : 12,236,313
- (21) CAT-I-Expenses (samples) : 22,958
- (22) CAT-J-Expenses (Items) : 96,932
- (23) CAT-K-Expenses (Public Entertainment) : 480
- (24) CAT-L-Expenses (Endorsement) : 0
- (25) CAT-M-Expenses (Retail Value & Coupon) : 7,711,975
- (26) CAT-N-Expenses (All Other) : 70,674
- (27) Total Reportable Expenditures For Variety: \$24,789,441
- (28) Sporting Events: 0

(41) No

- (1) Year Covered: ~~1993~~ 1994
- (2) Brand Family Name: BASIC
- (3) Descriptions: King ,F ,SP ,LT
- (4) Product Length: 84
- (5) Filter: X Non-Filter: (check one)
- (6) Hard Pack: Soft Pack: X (check one)
- (7) Menthol: Non-Menthol: X Other: (check one)
- (8) Num Per Pack: 20
- (9) "Tar": ~~11.0~~ 10 Nicotine: ~~0.80~~ 0.7 CO.: ~~0.0~~ 12
- (10) Variety Units Sales: 3,236,758,400
- (11) Variety Dollar Sales: \$99,275,559
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- (13) CAT-A-Expenses (Newspaper) : \$153,857
- (14) CAT-B-Expenses (Magazines) : 854,392
- (15) CAT-C-Expenses (Outdoor) : 1,149,065
- (16) CAT-D-Expenses (Audio Visual): 0
- (17) CAT-E-Expenses (Public Transport.) : 430,793
- (18) CAT-F-Expenses (Direct Mail) : 0
- (19) CAT-G-Expenses (Point of Sale): 1,273,020
- (20) CAT-H-Expenses (Promotional Allowances) : 10,160,183
- (21) CAT-I-Expenses (samples) : 19,063
- (22) CAT-J-Expenses (Items) : 80,485
- (23) CAT-K-Expenses (Public Entertainment) : 398
- (24) CAT-L-Expenses (Endorsement) : 0
- (25) CAT-M-Expenses (Retail Value & Coupon) : 6,403,488
- (26) CAT-N-Expenses (All Other) : 58,683
- (27) Total Reportable Expenditures For Variety: \$20,583,427
- (28) Sporting Events: 0

(41) No

- (1) Year Covered: ~~1993~~ 1994
- (2) Brand Family Name: BASIC
- (3) Descriptions: King ,F ,SP ,LT ,MEN
- (4) Product Length: 84
- (5) Filter: X Non-Filter: _____ (check one)
- (6) Hard Pack: _____ Soft Pack: X (check one)
- (7) Menthol: X Non-Menthol: _____ Other: _____ (check one)
- (8) Num Per Pack: 20
- (9) "Tar": ~~11.0~~ 10 Nicotine: ~~0.80~~ 0.7 CO.: ~~0.0~~ 12
- (10) Variety Units Sales: 1,687,013,400
- (11) Variety Dollar Sales: \$52,291,082
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- (13) CAT-A-Expenses (Newspaper) : \$80,191
- (14) CAT-B-Expenses (Magazines) : 445,313
- (15) CAT-C-Expenses (Outdoor) : 598,898
- (16) CAT-D-Expenses (Audio Visual): 0
- (17) CAT-E-Expenses (Public Transport.) : 224,531
- (18) CAT-F-Expenses (Direct Mail) : 0
- (19) CAT-G-Expenses (Point of Sale): 663,504
- (20) CAT-H-Expenses (Promotional Allowances) : 5,295,534
- (21) CAT-I-Expenses (samples) : 9,936
- (22) CAT-J-Expenses (Items) : 41,949
- (23) CAT-K-Expenses (Public Entertainment) : 208
- (24) CAT-L-Expenses (Endorsement) : 0
- (25) CAT-M-Expenses (Retail Value & Coupon) : 3,337,527
- (26) CAT-N-Expenses (All Other) : 30,586
- (27) Total Reportable Expenditures For Variety: \$10,728,177
- (28) Sporting Events: 0

(41) No

- (1) Year Covered: ~~1993~~ 1994
- (2) Brand Family Name: BASIC
- (3) Descriptions: 100 ,F ,SP ,LT
- (4) Product Length: 100
- (5) Filter: X Non-Filter: (check one)
- (6) Hard Pack: Soft Pack: X (check one)
- (7) Menthol: Non-Menthol: X Other: (check one)
- (8) Num Per Pack: 20
- (9) "Tar": ~~11.0~~ 10 Nicotine: ~~0.80~~ 0.8 CO.: ~~0.0~~ 13
- (10) Variety Units Sales: 3,439,344,800
- (11) Variety Dollar Sales: \$108,945,011
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- (13) CAT-A-Expenses (Newspaper) : \$163,486
- (14) CAT-B-Expenses (Magazines) : 907,868
- (15) CAT-C-Expenses (Outdoor) : 1,220,984
- (16) CAT-D-Expenses (Audio Visual): 0
- (17) CAT-E-Expenses (Public Transport.) : 457,756
- (18) CAT-F-Expenses (Direct Mail) : 0
- (19) CAT-G-Expenses (Point of Sale): 1,352,697
- (20) CAT-H-Expenses (Promotional Allowances) : 10,796,102
- (21) CAT-I-Expenses (samples) : 20,256
- (22) CAT-J-Expenses (Items) : 85,523
- (23) CAT-K-Expenses (Public Entertainment) : 423
- (24) CAT-L-Expenses (Endorsement) : 0
- (25) CAT-M-Expenses (Retail Value & Coupon) : 6,804,277
- (26) CAT-N-Expenses (All Other) : 62,355
- (27) Total Reportable Expenditures For Variety: \$21,871,727
- (28) Sporting Events: 0

(41) No

- (1) Year Covered: ~~1993~~ 1994
- (2) Brand Family Name: BASIC
- (3) Descriptions: 100 ,F ,SP ,LT ,MEN
- (4) Product Length: 100
- (5) Filter: X Non-Filter: _____ (check one)
- (6) Hard Pack: _____ Soft Pack: X (check one)
- (7) Menthol: X Non-Menthol: _____ Other: _____ (check one)
- (8) Num Per Pack: 20
- (9) "Tar": ~~11.0~~ 10 Nicotine: ~~0.80~~ 0.8 CO.: ~~0.0~~ 13
- (10) Variety Units Sales: 2,723,715,580
- (11) Variety Dollar Sales: \$86,379,558
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- (13) CAT-A-Expenses (Newspaper) : \$129,470
- (14) CAT-B-Expenses (Magazines) : 718,966
- (15) CAT-C-Expenses (Outdoor) : 966,932
- (16) CAT-D-Expenses (Audio Visual): 0
- (17) CAT-E-Expenses (Public Transport.) : 362,510
- (18) CAT-F-Expenses (Direct Mail) : 0
- (19) CAT-G-Expenses (Point of Sale): 1,071,240
- (20) CAT-H-Expenses (Promotional Allowances) : 8,549,742
- (21) CAT-I-Expenses (samples) : 16,042
- (22) CAT-J-Expenses (Items) : 67,728
- (23) CAT-K-Expenses (Public Entertainment) : 335
- (24) CAT-L-Expenses (Endorsement) : 0
- (25) CAT-M-Expenses (Retail Value & Coupon) : 5,388,502
- (26) CAT-N-Expenses (All Other) : 49,381
- (27) Total Reportable Expenditures For Variety: \$17,320,848
- (28) Sporting Events: 0

(41) No

- (1) Year Covered: ~~1993~~ 1994
- (2) Brand Family Name: BASIC
- (3) Descriptions: King ,F ,SP ,ULTRA-LT
- (4) Product Length: 84
- (5) Filter: X Non-Filter: _____ (check one)
- (6) Hard Pack: _____ Soft Pack: X (check one)
- (7) Menthol: _____ Non-Menthol: X Other: _____ (check one)
- (8) Num Per Pack: 20
- (9) "Tar": ~~6.0~~ 5 Nicotine: ~~0.50~~ 0.5 CO.: ~~0.0~~ 7
- (10) Variety Units Sales: 1,342,783,400
- (11) Variety Dollar Sales: \$41,420,474
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- (13) CAT-A-Expenses (Newspaper) : \$63,828
- (14) CAT-B-Expenses (Magazines) : 354,448
- (15) CAT-C-Expenses (Outdoor) : 476,694
- (16) CAT-D-Expenses (Audio Visual): 0
- (17) CAT-E-Expenses (Public Transport.) : 178,717
- (18) CAT-F-Expenses (Direct Mail) : 0
- (19) CAT-G-Expenses (Point of Sale): 528,118
- (20) CAT-H-Expenses (Promotional Allowances) : 4,214,996
- (21) CAT-I-Expenses (samples) : 7,908
- (22) CAT-J-Expenses (Items) : 33,390
- (23) CAT-K-Expenses (Public Entertainment) : 165
- (24) CAT-L-Expenses (Endorsement) : 0
- (25) CAT-M-Expenses (Retail Value & Coupon) : 2,656,515
- (26) CAT-N-Expenses (All Other) : 24,345
- (27) Total Reportable Expenditures For Variety: \$8,539,124
- (28) Sporting Events: 0

(41) No

- (1) Year Covered: ~~1993~~ 1994
- (2) Brand Family Name: BASIC
- (3) Descriptions: 100 ,F ,SP ,ULTRA-LT
- (4) Product Length: 100
- (5) Filter: X Non-Filter: _____ (check one)
- (6) Hard Pack: _____ Soft Pack: X (check one)
- (7) Menthol: _____ Non-Menthol: X Other: _____ (check one)
- (8) Num Per Pack: 20
- (9) "Tar": ~~0.0~~ 5 Nicotine: ~~0.50~~ 0.5 CO.: ~~0.0~~ 7
- (10) Variety Units Sales: 2,465,238,200
- (11) Variety Dollar Sales: \$78,037,440
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- (13) CAT-A-Expenses (Newspaper) : \$117,183
- (14) CAT-B-Expenses (Magazines) : 650,737
- (15) CAT-C-Expenses (Outdoor) : 875,171
- (16) CAT-D-Expenses (Audio Visual): 0
- (17) CAT-E-Expenses (Public Transport.) : 328,109
- (18) CAT-F-Expenses (Direct Mail) : 0
- (19) CAT-G-Expenses (Point of Sale): 969,580
- (20) CAT-H-Expenses (Promotional Allowances) : 7,738,382
- (21) CAT-I-Expenses (samples) : 14,519
- (22) CAT-J-Expenses (Items) : 61,301
- (23) CAT-K-Expenses (Public Entertainment) : 303
- (24) CAT-L-Expenses (Endorsement) : 0
- (25) CAT-M-Expenses (Retail Value & Coupon) : 4,877,140
- (26) CAT-N-Expenses (All Other) : 44,695
- (27) Total Reportable Expenditures For Variety: \$15,677,120
- (28) Sporting Events: 0

(41) No

- (1) Year Covered: 1993 1994
- (2) Brand Family Name: BASIC
- (3) Descriptions: King ,F ,SP ,FULL-FLA ,MEN
- (4) Product Length: 84
- (5) Filter: X Non-Filter: (check one)
- (6) Hard Pack: Soft Pack: X (check one)
- (7) Menthol: X Non-Menthol: Other: (check one)
- (8) Num Per Pack: 20
- (9) "Tar": ~~16.0~~ 15 Nicotine: ~~1.00~~ 1.0 CO.: ~~0.0~~ 15
- (10) Variety Units Sales: 418,669,000
- (11) Variety Dollar Sales: \$11,706,704
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- (13) CAT-A-Expenses (Newspaper) : \$19,901
- (14) CAT-B-Expenses (Magazines) : 110,514
- (15) CAT-C-Expenses (Outdoor) : 148,629
- (16) CAT-D-Expenses (Audio Visual): 0
- (17) CAT-E-Expenses (Public Transport.) : 55,722
- (18) CAT-F-Expenses (Direct Mail) : 0
- (19) CAT-G-Expenses (Point of Sale): 164,663
- (20) CAT-H-Expenses (Promotional Allowances) : 1,314,202
- (21) CAT-I-Expenses (samples) : 2,466
- (22) CAT-J-Expenses (Items) : 10,411
- (23) CAT-K-Expenses (Public Entertainment) : 52
- (24) CAT-L-Expenses (Endorsement) : 0
- (25) CAT-M-Expenses (Retail Value & Coupon) : 828,280
- (26) CAT-N-Expenses (All Other) : 7,590
- (27) Total Reportable Expenditures For Variety: \$2,662,430
- (28) Sporting Events: 0

(41) No

- (1) Year Covered: ~~1993~~ 1994
- (2) Brand Family Name: BASIC
- (3) Descriptions: 100 ,F ,SP ,FULL-FLA ,MEN
- (4) Product Length: 100
- (5) Filter: X Non-Filter: _____ (check one)
- (6) Hard Pack: _____ Soft Pack: X (check one)
- (7) Menthol: X Non-Menthol: _____ Other: _____ (check one)
- (8) Num Per Pack: 20
- (9) "Tar": ~~16.0~~ 15 Nicotine: ~~1.00~~ 1.1 CO.: ~~0.0~~ 1.6
- (10) Variety Units Sales: 260,789,800
- (11) Variety Dollar Sales: \$9,664,577
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- (13) CAT-A-Expenses (Newspaper) : \$12,396
- (14) CAT-B-Expenses (Magazines) : 68,839
- (15) CAT-C-Expenses (Outdoor) : 92,582
- (16) CAT-D-Expenses (Audio Visual): 0
- (17) CAT-E-Expenses (Public Transport.) : 34,710
- (18) CAT-F-Expenses (Direct Mail) : 0
- (19) CAT-G-Expenses (Point of Sale): 102,569
- (20) CAT-H-Expenses (Promotional Allowances) : 818,619
- (21) CAT-I-Expenses (samples) : 1,536
- (22) CAT-J-Expenses (Items) : 6,485
- (23) CAT-K-Expenses (Public Entertainment) : 32
- (24) CAT-L-Expenses (Endorsement) : 0
- (25) CAT-M-Expenses (Retail Value & Coupon) : 515,937
- (26) CAT-N-Expenses (All Other) : 4,728
- (27) Total Reportable Expenditures For Variety: \$1,658,433
- (28) Sporting Events: 0

(41) No

- (1) Year Covered: ~~1993~~ 1994
- (2) Brand Family Name: BASIC
- (3) Descriptions: King ,NF ,SP
- (4) Product Length: 84
- (5) Filter: Non-Filter: X (check one)
- (6) Hard Pack: Soft Pack: X (check one)
- (7) Menthol: Non-Menthol: X Other: (check one)
- (8) Num Per Pack: 20
- (9) "Tar": ~~24.0~~ 26 Nicotine: ~~1.50~~ 1.7 CO.: ~~0.0~~ 16
- (10) Variety Units Sales: 727,971,200
- (11) Variety Dollar Sales: \$23,221,516
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- (13) CAT-A-Expenses (Newspaper) : \$34,604
- (14) CAT-B-Expenses (Magazines) : 192,161
- (15) CAT-C-Expenses (Outdoor) : 258,433
- (16) CAT-D-Expenses (Audio Visual): 0
- (17) CAT-E-Expenses (Public Transport.) : 96,889
- (18) CAT-F-Expenses (Direct Mail) : 0
- (19) CAT-G-Expenses (Point of Sale): 286,312
- (20) CAT-H-Expenses (Promotional Allowances) : 2,285,101
- (21) CAT-I-Expenses (samples) : 4,288
- (22) CAT-J-Expenses (Items) : 18,101
- (23) CAT-K-Expenses (Public Entertainment) : 90
- (24) CAT-L-Expenses (Endorsement) : 0
- (25) CAT-M-Expenses (Retail Value & Coupon) : 1,440,193
- (26) CAT-N-Expenses (All Other) : 13,198
- (27) Total Reportable Expenditures For Variety: \$4,629,370
- (28) Sporting Events: 0

(41) No

- (1) Year Covered: ~~1993~~ 1994
- (2) Brand Family Name: VISTA
- (3) Descriptions: King ,F ,HP ,LT ,GENERIC
- (4) Product Length: 84
- (5) Filter: X Non-Filter: _____ (check one)
- (6) Hard Pack: X Soft Pack: _____ (check one)
- (7) Menthol: _____ Non-Menthol: X Other: _____ (check one)
- (8) Num Per Pack: 20
- (9) "Tar": ~~11.0~~ // Nicotine: ~~0.70~~ 0.8 CO.: ~~0.0~~ N/A
- (10) Variety Units Sales: 4,740,000
- (11) Variety Dollar Sales: \$183,321
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- (13) CAT-A-Expenses (Newspaper) : _____ \$0
- (14) CAT-B-Expenses (Magazines) : _____ 0
- (15) CAT-C-Expenses (Outdoor) : _____ 0
- (16) CAT-D-Expenses (Audio Visual): _____ 0
- (17) CAT-E-Expenses (Public Transport.) : _____ 0
- (18) CAT-F-Expenses (Direct Mail) : _____ 0
- (19) CAT-G-Expenses (Point of Sale): _____ 588
- (20) CAT-H-Expenses (Promotional Allowances) : _____ 13,378
- (21) CAT-I-Expenses (samples) : _____ 0
- (22) CAT-J-Expenses (Items) : _____ 0
- (23) CAT-K-Expenses (Public Entertainment) : _____ 0
- (24) CAT-L-Expenses (Endorsement) : _____ 0
- (25) CAT-M-Expenses (Retail Value & Coupon) : _____ 305
- (26) CAT-N-Expenses (All Other) : _____ 0
- (27) Total Reportable Expenditures For Variety: _____ \$14,271
- (28) Sporting Events: _____ 0

(41) No

- (1) Year Covered: 1993 1994
- (2) Brand Family Name: SKYLINE
- (3) Descriptions: King ,F ,HP ,FULL-FLA ,GENERIC
- (4) Product Length: 84
- (5) Filter: X Non-Filter: _____ (check one)
- (6) Hard Pack: X Soft Pack: _____ (check one)
- (7) Menthol: _____ Non-Menthol: X Other: _____ (check one)
- (8) Num Per Pack: 20
- (9) "Tar": 15.0 / 16 Nicotine: 0.90 / 1.0 CO.: 0.0 N/A
- (10) Variety Units Sales: 4,435,000
- (11) Variety Dollar Sales: \$170,893
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- (13) CAT-A-Expenses (Newspaper) : _____ \$0
- (14) CAT-B-Expenses (Magazines) : _____ 0
- (15) CAT-C-Expenses (Outdoor) : _____ 0
- (16) CAT-D-Expenses (Audio Visual): _____ 0
- (17) CAT-E-Expenses (Public Transport.) : _____ 0
- (18) CAT-F-Expenses (Direct Mail) : _____ 0
- (19) CAT-G-Expenses (Point of Sale): _____ 550
- (20) CAT-H-Expenses (Promotional Allowances) : _____ 12,517
- (21) CAT-I-Expenses (samples) : _____ 0
- (22) CAT-J-Expenses (Items) : _____ 0
- (23) CAT-K-Expenses (Public Entertainment) : _____ 0
- (24) CAT-L-Expenses (Endorsement) : _____ 0
- (25) CAT-M-Expenses (Retail Value & Coupon) : _____ 286
- (26) CAT-N-Expenses (All Other) : _____ 0
- (27) Total Reportable Expenditures For Variety: _____ \$13,353
- (28) Sporting Events: _____ 0

(41) No

7994452136

- (1) Year Covered: 1993 1994
- (2) Brand Family Name: BEST BUY
- (3) Descriptions: King ,F ,SP ,FULL-FLA ,MEN ,GENERIC
- (4) Product Length: 84
- (5) Filter: X Non-Filter: _____ (check one)
- (6) Hard Pack: _____ Soft Pack: X (check one)
- (7) Menthol: X Non-Menthol: _____ Other: _____ (check one)
- (8) Num Per Pack: 20
- (9) "Tar": 16.0 / 16 Nicotine: 1.00 / 1.0 CO.: 0.0 *N/A*
- (10) Variety Units Sales: 279,888,600
- (11) Variety Dollar Sales: \$7,382,083
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- (13) CAT-A-Expenses (Newspaper) : _____ \$0
- (14) CAT-B-Expenses (Magazines) : _____ 0
- (15) CAT-C-Expenses (Outdoor) : _____ 0
- (16) CAT-D-Expenses (Audio Visual): _____ 0
- (17) CAT-E-Expenses (Public Transport.) : _____ 0
- (18) CAT-F-Expenses (Direct Mail) : _____ 0
- (19) CAT-G-Expenses (Point of Sale): _____ 34,719
- (20) CAT-H-Expenses (Promotional Allowances) : _____ 789,945
- (21) CAT-I-Expenses (samples) : _____ 0
- (22) CAT-J-Expenses (Items) : _____ 0
- (23) CAT-K-Expenses (Public Entertainment) : _____ 0
- (24) CAT-L-Expenses (Endorsement) : _____ 0
- (25) CAT-M-Expenses (Retail Value & Coupon) : _____ 18,034
- (26) CAT-N-Expenses (All Other) : _____ 0
- (27) Total Reportable Expenditures For Variety: _____ \$842,698
- (28) Sporting Events: _____ 0

(41) No

Cigarette Report Form

7994452144

- ## Reportable Expenditures

- (41) No

- (1) Year Covered: ~~1993~~ 1994
- (2) Brand Family Name: BEST BUY
- (3) Descriptions: King ,F ,SP ,FULL-FLA ,GENERIC
- (4) Product Length: 84
- (5) Filter: X Non-Filter: _____ (check one)
- (6) Hard Pack: _____ Soft Pack: X (check one)
- (7) Menthol: _____ Non-Menthol: X Other: _____ (check one)
- (8) Num Per Pack: 20
- (9) "Tar": 16.0 / 16 Nicotine: 1.00 / 1.0 CO.: 0.0 N/A
- (10) Variety Units Sales: 757,232,800
- (11) Variety Dollar Sales: \$19,703,391
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- (13) CAT-A-Expenses (Newspaper) : _____ \$0
- (14) CAT-B-Expenses (Magazines) : _____ 0
- (15) CAT-C-Expenses (Outdoor) : _____ 0
- (16) CAT-D-Expenses (Audio Visual): _____ 0
- (17) CAT-E-Expenses (Public Transport.) : _____ 0
- (18) CAT-F-Expenses (Direct Mail) : _____ 0
- (19) CAT-G-Expenses (Point of Sale): _____ 93,931
- (20) CAT-H-Expenses (Promotional Allowances) : _____ 2,137,181
- (21) CAT-I-Expenses (samples) : _____ 0
- (22) CAT-J-Expenses (Items) : _____ 0
- (23) CAT-K-Expenses (Public Entertainment) : _____ 0
- (24) CAT-L-Expenses (Endorsement) : _____ 0
- (25) CAT-M-Expenses (Retail Value & Coupon) : _____ 48,792
- (26) CAT-N-Expenses (All Other) : _____ 0
- (27) Total Reportable Expenditures For Variety: _____ \$2,279,904
- (28) Sporting Events: _____ 0

(41) No

- (1) Year Covered: ~~1993~~ 1994 7994437162
- (2) Brand Family Name: BEST BUY
- (3) Descriptions: 100 ,F ,SP ,FULL-FLA ,GENERIC
- (4) Product Length: 100
- (5) Filter: X Non-Filter: _____ (check one)
- (6) Hard Pack: _____ Soft Pack: X (check one)
- (7) Menthol: _____ Non-Menthol: X Other: _____ (check one)
- (8) Num Per Pack: 20
- (9) "Tar": ~~16.0~~ 16 Nicotine: ~~1.00~~ 1.0 CO.: ~~0.0~~ N/A
- (10) Variety Units Sales: 810,797,600
- (11) Variety Dollar Sales: \$22,779,775
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- | | | |
|------|--|-------------|
| (13) | CAT-A-Expenses (Newspaper) : | \$0 |
| (14) | CAT-B-Expenses (Magazines) : | 0 |
| (15) | CAT-C-Expenses (Outdoor) : | 0 |
| (16) | CAT-D-Expenses (Audio Visual): | 0 |
| (17) | CAT-E-Expenses (Public Transport.) : | 0 |
| (18) | CAT-F-Expenses (Direct Mail) : | 0 |
| (19) | CAT-G-Expenses (Point of Sale): | 100,575 |
| (20) | CAT-H-Expenses (Promotional Allowances) : | 2,288,360 |
| (21) | CAT-I-Expenses (samples) : | 0 |
| (22) | CAT-J-Expenses (Items) : | 0 |
| (23) | CAT-K-Expenses (Public Entertainment) : | 0 |
| (24) | CAT-L-Expenses (Endorsement) : | 0 |
| (25) | CAT-M-Expenses (Retail Value & Coupon) : | 52,243 |
| (26) | CAT-N-Expenses (All Other) : | 0 |
| (27) | Total Reportable Expenditures For Variety: | \$2,441,178 |
| (28) | Sporting Events: | 0 |

(41) No

- (1) Year Covered: ~~1993~~ 1994
- (2) Brand Family Name: BEST BUY
- (3) Descriptions: King ,F ,SP ,LT ,GENERIC
- (4) Product Length: 84
- (5) Filter: X Non-Filter: _____ (check one)
- (6) Hard Pack: _____ Soft Pack: X (check one)
- (7) Menthol: _____ Non-Menthol: X Other: _____ (check one)
- (8) Num Per Pack: 20
- (9) "Tar": ~~11.0~~ // Nicotine: ~~0.80~~ 0.8 CO.: ~~0.0~~ N/A
- (10) Variety Units Sales: 375,137,000
- (11) Variety Dollar Sales: \$9,745,345
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- (13) CAT-A-Expenses (Newspaper) : \$0
- (14) CAT-B-Expenses (Magazines) : 0
- (15) CAT-C-Expenses (Outdoor) : 0
- (16) CAT-D-Expenses (Audio Visual): 0
- (17) CAT-E-Expenses (Public Transport.) : 0
- (18) CAT-F-Expenses (Direct Mail) : 0
- (19) CAT-G-Expenses (Point of Sale): 46,534
- (20) CAT-H-Expenses (Promotional Allowances) : 1,058,770
- (21) CAT-I-Expenses (samples) : 0
- (22) CAT-J-Expenses (Items) : 0
- (23) CAT-K-Expenses (Public Entertainment) : 0
- (24) CAT-L-Expenses (Endorsement) : 0
- (25) CAT-M-Expenses (Retail Value & Coupon) : 24,172
- (26) CAT-N-Expenses (All Other) : 0
- (27) Total Reportable Expenditures For Variety: \$1,129,476
- (28) Sporting Events: 0

(41) No

- (1) Year Covered: 1993 1994
- (2) Brand Family Name: BEST BUY
- (3) Descriptions: King ,F ,SP ,LT ,MEN ,GENERIC
- (4) Product Length: 84
- (5) Filter: X Non-Filter: (check one)
- (6) Hard Pack: Soft Pack: X (check one)
- (7) Menthol: X Non-Menthol: Other: (check one)
- (8) Num Per Pack: 20
- (9) "Tar": 11.0 // Nicotine: 0.70 0.8 CO.: 0.0 N/A
- (10) Variety Units Sales: 193,378,800
- (11) Variety Dollar Sales: \$5,064,868
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- (13) CAT-A-Expenses (Newspaper) : \$0
- (14) CAT-B-Expenses (Magazines) : 0
- (15) CAT-C-Expenses (Outdoor) : 0
- (16) CAT-D-Expenses (Audio Visual): 0
- (17) CAT-E-Expenses (Public Transport.) : 0
- (18) CAT-F-Expenses (Direct Mail) : 0
- (19) CAT-G-Expenses (Point of Sale): 23,988
- (20) CAT-H-Expenses (Promotional Allowances) : 545,784
- (21) CAT-I-Expenses (samples) : 0
- (22) CAT-J-Expenses (Items) : 0
- (23) CAT-K-Expenses (Public Entertainment) : 0
- (24) CAT-L-Expenses (Endorsement) : 0
- (25) CAT-M-Expenses (Retail Value & Coupon) : 12,460
- (26) CAT-N-Expenses (All Other) : 0
- (27) Total Reportable Expenditures For Variety: \$582,232
- (28) Sporting Events: 0

(41) No

7994437138

- (1) Year Covered: 1993 1994
- (2) Brand Family Name: BEST BUY
- (3) Descriptions: 100 ,F ,SP ,LT ,GENERIC
- (4) Product Length: 100
- (5) Filter: X Non-Filter: _____ (check one)
- (6) Hard Pack: _____ Soft Pack: X (check one)
- (7) Menthol: _____ Non-Menthol: X Other: _____ (check one)
- (8) Num Per Pack: 20
- (9) "Tar": 11.0 // Nicotine: 0.80 0.8 CO.: 0.0 N/A
- (10) Variety Units Sales: 486,175,000
- (11) Variety Dollar Sales: \$13,081,506
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- (13) CAT-A-Expenses (Newspaper) : _____ \$0
- (14) CAT-B-Expenses (Magazines) : _____ 0
- (15) CAT-C-Expenses (Outdoor) : _____ 0
- (16) CAT-D-Expenses (Audio Visual): _____ 0
- (17) CAT-E-Expenses (Public Transport.) : _____ 0
- (18) CAT-F-Expenses (Direct Mail) : _____ 0
- (19) CAT-G-Expenses (Point of Sale): _____ 60,307
- (20) CAT-H-Expenses (Promotional Allowances) : _____ 1,372,159
- (21) CAT-I-Expenses (samples) : _____ 0
- (22) CAT-J-Expenses (Items) : _____ 0
- (23) CAT-K-Expenses (Public Entertainment) : _____ 0
- (24) CAT-L-Expenses (Endorsement) : _____ 0
- (25) CAT-M-Expenses (Retail Value & Coupon) : _____ 31,326
- (26) CAT-N-Expenses (All Other) : _____ 0
- (27) Total Reportable Expenditures For Variety: _____ \$1,463,792
- (28) Sporting Events: _____ 0

(41) No

7994437166

- (1) Year Covered: 1993 1994 7994437166
- (2) Brand Family Name: BEST BUY
- (3) Descriptions: 100 ,F ,SP ,LT ,MEN ,GENERIC
- (4) Product Length: 100
- (5) Filter: X Non-Filter: (check one)
- (6) Hard Pack: Soft Pack: X (check one)
- (7) Menthol: X Non-Menthol: Other: (check one)
- (8) Num Per Pack: 20
- (9) "Tar": 11.0 // Nicotine: 0.80 0.8 CO.: 0.0 N/A
- (10) Variety Units Sales: 342,047,600
- (11) Variety Dollar Sales: \$9,245,795
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- | | | |
|------|--|-------------|
| (13) | CAT-A-Expenses (Newspaper) : | \$0 |
| (14) | CAT-B-Expenses (Magazines) : | 0 |
| (15) | CAT-C-Expenses (Outdoor) : | 0 |
| (16) | CAT-D-Expenses (Audio Visual): | 0 |
| (17) | CAT-E-Expenses (Public Transport.) : | 0 |
| (18) | CAT-F-Expenses (Direct Mail) : | 0 |
| (19) | CAT-G-Expenses (Point of Sale): | 42,429 |
| (20) | CAT-H-Expenses (Promotional Allowances) : | 965,380 |
| (21) | CAT-I-Expenses (samples) : | 0 |
| (22) | CAT-J-Expenses (Items) : | 0 |
| (23) | CAT-K-Expenses (Public Entertainment) : | 0 |
| (24) | CAT-L-Expenses (Endorsement) : | 0 |
| (25) | CAT-M-Expenses (Retail Value & Coupon) : | 22,040 |
| (26) | CAT-N-Expenses (All Other) : | 0 |
| (27) | Total Reportable Expenditures For Variety: | \$1,029,849 |
| (28) | Sporting Events: | 0 |

(41) Na

- (1) Year Covered: 1993 1994
- (2) Brand Family Name: BEST BUY
- (3) Descriptions: King ,F ,SP ,ULTRA-LT ,GENERIC
- (4) Product Length: 84
- (5) Filter: X Non-Filter: _____ (check one)
- (6) Hard Pack: _____ Soft Pack: X (check one)
- (7) Menthol: _____ Non-Menthol: X Other: _____ (check one)
- (8) Num Per Pack: 20
- (9) "Tar": 6.0 6 Nicotine: 0.50 0.5 CO.: 0.0 N/A
- (10) Variety Units Sales: 172,558,200
- (11) Variety Dollar Sales: \$4,513,963
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- (13) CAT-A-Expenses (Newspaper) : _____ \$0
- (14) CAT-B-Expenses (Magazines) : _____ 0
- (15) CAT-C-Expenses (Outdoor) : _____ 0
- (16) CAT-D-Expenses (Audio Visual): _____ 0
- (17) CAT-E-Expenses (Public Transport.) : _____ 0
- (18) CAT-F-Expenses (Direct Mail) : _____ 0
- (19) CAT-G-Expenses (Point of Sale): _____ 21,405
- (20) CAT-H-Expenses (Promotional Allowances) : _____ 487,021
- (21) CAT-I-Expenses (samples) : _____ 0
- (22) CAT-J-Expenses (Items) : _____ 0
- (23) CAT-K-Expenses (Public Entertainment) : _____ 0
- (24) CAT-L-Expenses (Endorsement) : _____ 0
- (25) CAT-M-Expenses (Retail Value & Coupon) : _____ 11,119
- (26) CAT-N-Expenses (All Other) : _____ 0
- (27) Total Reportable Expenditures For Variety: _____ \$519,545
- (28) Sporting Events: _____ 0

(41) No

7994437140

- (1) Year Covered: 1993 1994
- (2) Brand Family Name: BEST BUY
- (3) Descriptions: 100 ,F ,SP ,ULTRA-LT ,GENERIC
- (4) Product Length: 100
- (5) Filter: X Non-Filter: _____ (check one)
- (6) Hard Pack: _____ Soft Pack: X (check one)
- (7) Menthol: _____ Non-Menthol: X Other: _____ (check one)
- (8) Num Per Pack: 20
- (9) "Tar": 6.0 6 Nicotine: 0.50 0.5 CO.: 0.0 N/A
- (10) Variety Units Sales: 370,931,000
- (11) Variety Dollar Sales: \$10,026,422
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- (13) CAT-A-Expenses (Newspaper) : _____ \$0
- (14) CAT-B-Expenses (Magazines) : _____ 0
- (15) CAT-C-Expenses (Outdoor) : _____ 0
- (16) CAT-D-Expenses (Audio Visual): _____ 0
- (17) CAT-E-Expenses (Public Transport.) : _____ 0
- (18) CAT-F-Expenses (Direct Mail) : _____ 0
- (19) CAT-G-Expenses (Point of Sale): _____ 46,012
- (20) CAT-H-Expenses (Promotional Allowances) : _____ 1,046,900
- (21) CAT-I-Expenses (samples) : _____ 0
- (22) CAT-J-Expenses (Items) : _____ 0
- (23) CAT-K-Expenses (Public Entertainment) : _____ 0
- (24) CAT-L-Expenses (Endorsement) : _____ 0
- (25) CAT-M-Expenses (Retail Value & Coupon) : _____ 23,901
- (26) CAT-N-Expenses (All Other) : _____ 0
- (27) Total Reportable Expenditures For Variety: _____ \$1,116,813
- (28) Sporting Events: _____ 0

(41) No

- (1) Year Covered: 1993 1994
- (2) Brand Family Name: BEST BUY
- (3) Descriptions: King ,NF ,SP ,GENERIC
- (4) Product Length: 84
- (5) Filter: Non-Filter: X (check one)
- (6) Hard Pack: Soft Pack: X (check one)
- (7) Menthol: Non-Menthol: X Other: (check one)
- (8) Num Per Pack: 20
- (9) "Tar": 23.0 24 Nicotine: 1.60 1.6 CO.: 0.0 N/A
- (10) Variety Units Sales: 185,627,000
- (11) Variety Dollar Sales: \$5,055,212
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- (13) CAT-A-Expenses (Newspaper) : \$0
- (14) CAT-B-Expenses (Magazines) : 0
- (15) CAT-C-Expenses (Outdoor) : 0
- (16) CAT-D-Expenses (Audio Visual): 0
- (17) CAT-E-Expenses (Public Transport.) : 0
- (18) CAT-F-Expenses (Direct Mail) : 0
- (19) CAT-G-Expenses (Point of Sale): 23,026
- (20) CAT-H-Expenses (Promotional Allowances) : 523,906
- (21) CAT-I-Expenses (samples) : 0
- (22) CAT-J-Expenses (Items) : 0
- (23) CAT-K-Expenses (Public Entertainment) : 0
- (24) CAT-L-Expenses (Endorsement) : 0
- (25) CAT-M-Expenses (Retail Value & Coupon) : 11,961
- (26) CAT-N-Expenses (All Other) : 0
- (27) Total Reportable Expenditures For Variety: \$558,893
- (28) Sporting Events: 0

(41) No

- (1) Year Covered: ~~1993~~ 1994
- (2) Brand Family Name: BIG MONEY
- (3) Descriptions: 100 ,F ,SP ,LT ,MEN ,GENERIC
- (4) Product Length: 100
- (5) Filter: X Non-Filter: (check one)
- (6) Hard Pack: Soft Pack: X (check one)
- (7) Menthol: X Non-Menthol: Other: (check one)
- (8) Num Per Pack: 20
- (9) "Tar": 11.0 // Nicotine: 0.80 0.8 CO.: 0.0 N/A
- (10) Variety Units Sales: 26,664,000
- (11) Variety Dollar Sales: \$751,198
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- (13) CAT-A-Expenses (Newspaper) : \$0
- (14) CAT-B-Expenses (Magazines) : 0
- (15) CAT-C-Expenses (Outdoor) : 0
- (16) CAT-D-Expenses (Audio Visual): 0
- (17) CAT-E-Expenses (Public Transport.) : 0
- (18) CAT-F-Expenses (Direct Mail) : 0
- (19) CAT-G-Expenses (Point of Sale): 3,308
- (20) CAT-H-Expenses (Promotional Allowances) : 75,255
- (21) CAT-I-Expenses (samples) : 0
- (22) CAT-J-Expenses (Items) : 0
- (23) CAT-K-Expenses (Public Entertainment) : 0
- (24) CAT-L-Expenses (Endorsement) : 0
- (25) CAT-M-Expenses (Retail Value & Coupon) : 1,718
- (26) CAT-N-Expenses (All Other) : 0
- (27) Total Reportable Expenditures For Variety: \$80,281
- (28) Sporting Events: 0

(41) No

- (1) Year Covered: 1993-1994 00660
- (2) Brand Family Name: BRONSON
- (3) Descriptions: King ,NF ,SP ,GENERIC
- (4) Product Length: 84
- (5) Filter: Non-Filter: X (check one)
- (6) Hard Pack: Soft Pack: X (check one)
- (7) Menthol: Non-Menthol: X Other: (check one)
- (8) Num Per Pack: 20
- (9) "Tar": 23.0 24 Nicotine: 1.00 1.16 CO.: 0.0 N/A
- (10) Variety Units Sales: 12,542,800
- (11) Variety Dollar Sales: \$340,138
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- | | | |
|------|--|----------|
| (13) | CAT-A-Expenses (Newspaper) : | \$0 |
| (14) | CAT-B-Expenses (Magazines) : | 0 |
| (15) | CAT-C-Expenses (Outdoor) : | 0 |
| (16) | CAT-D-Expenses (Audio Visual): | 0 |
| (17) | CAT-E-Expenses (Public Transport.) : | 0 |
| (18) | CAT-F-Expenses (Direct Mail) : | 0 |
| (19) | CAT-G-Expenses (Point of Sale): | 1,556 |
| (20) | CAT-H-Expenses (Promotional Allowances) : | 35,400 |
| (21) | CAT-I-Expenses (samples) : | 0 |
| (22) | CAT-J-Expenses (Items) : | 0 |
| (23) | CAT-K-Expenses (Public Entertainment) : | 0 |
| (24) | CAT-L-Expenses (Endorsement) : | 0 |
| (25) | CAT-M-Expenses (Retail Value & Coupon) : | 808 |
| (26) | CAT-N-Expenses (All Other) : | 0 |
| (27) | Total Reportable Expenditures For Variety: | \$37,764 |
| (28) | Sporting Events: | 0 |

(41) No

- (1) Year Covered: ~~1993~~ 1994
- (2) Brand Family Name: BRONSON
- (3) Descriptions: King ,F ,SP ,FULL-FLA ,GENERIC
- (4) Product Length: 84
- (5) Filter: X Non-Filter: (check one)
- (6) Hard Pack: Soft Pack: X (check one)
- (7) Menthol: Non-Menthol: X Other: (check one)
- (8) Num Per Pack: 20
- (9) "Tar": 16.0 16 Nicotine: 1.00 1.0 CO.: 8.0 N/A
- (10) Variety Units Sales: 83,162,600
- (11) Variety Dollar Sales: \$2,146,506
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- (13) CAT-A-Expenses (Newspaper) : \$0
- (14) CAT-B-Expenses (Magazines) : 0
- (15) CAT-C-Expenses (Outdoor) : 0
- (16) CAT-D-Expenses (Audio Visual): 0
- (17) CAT-E-Expenses (Public Transport.) : 0
- (18) CAT-F-Expenses (Direct Mail) : 0
- (19) CAT-G-Expenses (Point of Sale): 10,316
- (20) CAT-H-Expenses (Promotional Allowances) : 234,715
- (21) CAT-I-Expenses (samples) : 0
- (22) CAT-J-Expenses (Items) : 0
- (23) CAT-K-Expenses (Public Entertainment) : 0
- (24) CAT-L-Expenses (Endorsement) : 0
- (25) CAT-M-Expenses (Retail Value & Coupon) : 5,359
- (26) CAT-N-Expenses (All Other) : 0
- (27) Total Reportable Expenditures For Variety: \$250,390
- (28) Sporting Events: 0

(41) No

- (1) Year Covered: 1993 1994
- (2) Brand Family Name: BRONSON
- (3) Descriptions: King ,F ,SP ,FULL-FLA ,MEN ,GENERIC
- (4) Product Length: 84
- (5) Filter: X Non-Filter: _____ (check one)
- (6) Hard Pack: _____ Soft Pack: X (check one)
- (7) Menthol: X Non-Menthol: _____ Other: _____ (check one)
- (8) Num Per Pack: 20
- (9) "Tar": 16.0 / 16 Nicotine: 1.00 / 1.0 CO.: 0.0 N/A
- (10) Variety Units Sales: 27,168,000
- (11) Variety Dollar Sales: \$703,719
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- (13) CAT-A-Expenses (Newspaper) : _____ \$0
- (14) CAT-B-Expenses (Magazines) : _____ 0
- (15) CAT-C-Expenses (Outdoor) : _____ 0
- (16) CAT-D-Expenses (Audio Visual): _____ 0
- (17) CAT-E-Expenses (Public Transport.) : _____ 0
- (18) CAT-F-Expenses (Direct Mail) : _____ 0
- (19) CAT-G-Expenses (Point of Sale): _____ 3,370
- (20) CAT-H-Expenses (Promotional Allowances) : _____ 76,678
- (21) CAT-I-Expenses (samples) : _____ 0
- (22) CAT-J-Expenses (Items) : _____ 0
- (23) CAT-K-Expenses (Public Entertainment) : _____ 0
- (24) CAT-L-Expenses (Endorsement) : _____ 0
- (25) CAT-M-Expenses (Retail Value & Coupon) : _____ 1,751
- (26) CAT-N-Expenses (All Other) : _____ 0
- (27) Total Reportable Expenditures For Variety: _____ \$81,799
- (28) Sporting Events: _____ 0

(41) No

- (1) Year Covered: ~~1993~~ 1994
- (2) Brand Family Name: BRONSON
- (3) Descriptions: 100 ,F ,SP ,FULL-FLA ,GENERIC
- (4) Product Length: 100
- (5) Filter: X Non-Filter: _____ (check one)
- (6) Hard Pack: _____ Soft Pack: X (check one)
- (7) Menthol: _____ Non-Menthol: X Other: _____ (check one)
- (8) Num Per Pack: 20
- (9) "Tar": ~~16.0~~ 16 Nicotine: ~~1.00~~ 1.0 CO.: ~~0.0~~ N/A
- (10) Variety Units Sales: 101,564,200
- (11) Variety Dollar Sales: \$2,700,565
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- (13) CAT-A-Expenses (Newspaper) : _____ \$0
- (14) CAT-B-Expenses (Magazines) : _____ 0
- (15) CAT-C-Expenses (Outdoor) : _____ 0
- (16) CAT-D-Expenses (Audio Visual): _____ 0
- (17) CAT-E-Expenses (Public Transport.) : _____ 0
- (18) CAT-F-Expenses (Direct Mail) : _____ 0
- (19) CAT-G-Expenses (Point of Sale): _____ 12,599
- (20) CAT-H-Expenses (Promotional Allowances) : _____ 286,650
- (21) CAT-I-Expenses (samples) : _____ 0
- (22) CAT-J-Expenses (Items) : _____ 0
- (23) CAT-K-Expenses (Public Entertainment) : _____ 0
- (24) CAT-L-Expenses (Endorsement) : _____ 0
- (25) CAT-M-Expenses (Retail Value & Coupon) : _____ 6,544
- (26) CAT-N-Expenses (All Other) : _____ 0
- (27) Total Reportable Expenditures For Variety: _____ \$305,793
- (28) Sporting Events: _____ 0

(41) No

- (1) Year Covered: 1993 1994
- (2) Brand Family Name: BRONSON
- (3) Descriptions: 100 ,F ,SP ,FULL-FLA ,MEN ,GENERIC
- (4) Product Length: 100
- (5) Filter: X Non-Filter: _____ (check one)
- (6) Hard Pack: _____ Soft Pack: X (check one)
- (7) Menthol: X Non-Menthol: _____ Other: _____ (check one)
- (8) Num Per Pack: 20
- (9) "Tar": 16.0 16 Nicotine: 1.00 1.0 CO.: 0.0 N/A
- (10) Variety Units Sales: 26,666,600
- (11) Variety Dollar Sales: \$719,205
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- (13) CAT-A-Expenses (Newspaper) : _____ \$0
- (14) CAT-B-Expenses (Magazines) : _____ 0
- (15) CAT-C-Expenses (Outdoor) : _____ 0
- (16) CAT-D-Expenses (Audio Visual): _____ 0
- (17) CAT-E-Expenses (Public Transport.) : _____ 0
- (18) CAT-F-Expenses (Direct Mail) : _____ 0
- (19) CAT-G-Expenses (Point of Sale): _____ 3,308
- (20) CAT-H-Expenses (Promotional Allowances) : _____ 75,263
- (21) CAT-I-Expenses (samples) : _____ 0
- (22) CAT-J-Expenses (Items) : _____ 0
- (23) CAT-K-Expenses (Public Entertainment) : _____ 0
- (24) CAT-L-Expenses (Endorsement) : _____ 0
- (25) CAT-M-Expenses (Retail Value & Coupon) : _____ 1,718
- (26) CAT-N-Expenses (All Other) : _____ 0
- (27) Total Reportable Expenditures For Variety: _____ \$80,289
- (28) Sporting Events: _____ 0

(41) No

- ## Reportable Expenditures

- (41) No

- (1) Year Covered: +993 1994
- (2) Brand Family Name: BRONSON
- (3) Descriptions: King ,F ,SP ,LT ,MEN ,GENERIC
- (4) Product Length: 84
- (5) Filter: X Non-Filter: _____ (check one)
- (6) Hard Pack: _____ Soft Pack: X (check one)
- (7) Menthol: X Non-Menthol: _____ Other: _____ (check one)
- (8) Num Per Pack: 20
- (9) "Tar": 11.0 // Nicotine: 0.80 0.8 CO.: 0.0 N/A
- (10) Variety Units Sales: 25,368,200
- (11) Variety Dollar Sales: \$661,238
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- (13) CAT-A-Expenses (Newspaper) : \$0
- (14) CAT-B-Expenses (Magazines) : 0
- (15) CAT-C-Expenses (Outdoor) : 0
- (16) CAT-D-Expenses (Audio Visual): 0
- (17) CAT-E-Expenses (Public Transport.) : 0
- (18) CAT-F-Expenses (Direct Mail) : 0
- (19) CAT-G-Expenses (Point of Sale): 3,147
- (20) CAT-H-Expenses (Promotional Allowances) : 71,598
- (21) CAT-I-Expenses (samples) : 0
- (22) CAT-J-Expenses (Items) : 0
- (23) CAT-K-Expenses (Public Entertainment) : 0
- (24) CAT-L-Expenses (Endorsement) : 0
- (25) CAT-M-Expenses (Retail Value & Coupon) : 1,635
- (26) CAT-N-Expenses (All Other) : 0
- (27) Total Reportable Expenditures For Variety: \$76,380
- (28) Sporting Events: 0

(41) No

Cigarette Report Form

00667

- ## Reportable Expenditures

- (41) No

- (1) Year Covered: ~~1993~~ 1994
- (2) Brand Family Name: BRONSON
- (3) Descriptions: 100 ,F ,SP ,LT ,MEN ,GENERIC
- (4) Product Length: 100
- (5) Filter: X Non-Filter: _____ (check one)
- (6) Hard Pack: _____ Soft Pack: X (check one)
- (7) Menthol: X Non-Menthol: _____ Other: _____ (check one)
- (8) Num Per Pack: 20
- (9) "Tar": ~~11.0~~ // Nicotine: ~~0.80~~ 0.8 CO.: ~~0.0~~ N/A
- (10) Variety Units Sales: 54,061,400
- (11) Variety Dollar Sales: \$1,444,526
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- (13) CAT-A-Expenses (Newspaper) : _____ \$0
- (14) CAT-B-Expenses (Magazines) : _____ 0
- (15) CAT-C-Expenses (Outdoor) : _____ 0
- (16) CAT-D-Expenses (Audio Visual): _____ 0
- (17) CAT-E-Expenses (Public Transport.) : _____ 0
- (18) CAT-F-Expenses (Direct Mail) : _____ 0
- (19) CAT-G-Expenses (Point of Sale): _____ 6,706
- (20) CAT-H-Expenses (Promotional Allowances) : _____ 152,581
- (21) CAT-I-Expenses (samples) : _____ 0
- (22) CAT-J-Expenses (Items) : _____ 0
- (23) CAT-K-Expenses (Public Entertainment) : _____ 0
- (24) CAT-L-Expenses (Endorsement) : _____ 0
- (25) CAT-M-Expenses (Retail Value & Coupon) : _____ 3,483
- (26) CAT-N-Expenses (All Other) : _____ 0
- (27) Total Reportable Expenditures For Variety: _____ \$162,770
- (28) Sporting Events: _____ 0

(41) No

- (1) Year Covered: ~~1993~~ 1994
- (2) Brand Family Name: BRONSON
- (3) Descriptions: 100 ,F ,SP ,LT ,MEN ,GENERIC
- (4) Product Length: 100
- (5) Filter: X Non-Filter: _____ (check one)
- (6) Hard Pack: _____ Soft Pack: X (check one)
- (7) Menthol: X Non-Menthol: _____ Other: _____ (check one)
- (8) Num Per Pack: 20
- (9) "Tar": ~~11.0~~ 11 Nicotine: ~~0.80~~ 0.8 CO.: ~~0.0~~ N/A
- (10) Variety Units Sales: 54,061,400
- (11) Variety Dollar Sales: \$1,444,526
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- (13) CAT-A-Expenses (Newspaper) : _____ \$0
- (14) CAT-B-Expenses (Magazines) : _____ 0
- (15) CAT-C-Expenses (Outdoor) : _____ 0
- (16) CAT-D-Expenses (Audio Visual): _____ 0
- (17) CAT-E-Expenses (Public Transport.) : _____ 0
- (18) CAT-F-Expenses (Direct Mail) : _____ 0
- (19) CAT-G-Expenses (Point of Sale): _____ 6,706
- (20) CAT-H-Expenses (Promotional Allowances) : _____ 152,581
- (21) CAT-I-Expenses (samples) : _____ 0
- (22) CAT-J-Expenses (Items) : _____ 0
- (23) CAT-K-Expenses (Public Entertainment) : _____ 0
- (24) CAT-L-Expenses (Endorsement) : _____ 0
- (25) CAT-M-Expenses (Retail Value & Coupon) : _____ 3,483
- (26) CAT-N-Expenses (All Other) : _____ 0
- (27) Total Reportable Expenditures For Variety: _____ \$162,770
- (28) Sporting Events: _____ 0

(41) No

Cigarette Report Form

00669

- ## Reportable Expenditures

- (41) No

- (1) Year Covered: ~~1993~~ 1994
- (2) Brand Family Name: BRONSON
- (3) Descriptions: 100 ,F ,SP ,ULTRA-LT ,GENERIC
- (4) Product Length: 100
- (5) Filter: X Non-Filter: _____ (check one)
- (6) Hard Pack: _____ Soft Pack: X (check one)
- (7) Menthol: _____ Non-Menthol: X Other: _____ (check one)
- (8) Num Per Pack: 20
- (9) "Tar": 6.0 6 Nicotine: 0.50 0.5 CO.: 0.0 N/A
- (10) Variety Units Sales: 62,757,200
- (11) Variety Dollar Sales: \$1,678,141
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- (13) CAT-A-Expenses (Newspaper) : _____ \$0
- (14) CAT-B-Expenses (Magazines) : _____ 0
- (15) CAT-C-Expenses (Outdoor) : _____ 0
- (16) CAT-D-Expenses (Audio Visual): _____ 0
- (17) CAT-E-Expenses (Public Transport.) : _____ 0
- (18) CAT-F-Expenses (Direct Mail) : _____ 0
- (19) CAT-G-Expenses (Point of Sale): _____ 7,785
- (20) CAT-H-Expenses (Promotional Allowances) : _____ 177,123
- (21) CAT-I-Expenses (samples) : _____ 0
- (22) CAT-J-Expenses (Items) : _____ 0
- (23) CAT-K-Expenses (Public Entertainment) : _____ 0
- (24) CAT-L-Expenses (Endorsement) : _____ 0
- (25) CAT-M-Expenses (Retail Value & Coupon) : _____ 4,044
- (26) CAT-N-Expenses (All Other) : _____ 0
- (27) Total Reportable Expenditures For Variety: _____ \$188,952
- (28) Sporting Events: _____ 0

(41) No

8424404112

- (1) Year Covered: 1993 1994 8424404112
- (2) Brand Family Name: F&L
- (3) Descriptions: King ,F ,SP ,FULL-FLA ,GENERIC
- (4) Product Length: 84
- (5) Filter: X Non-Filter: (check one)
- (6) Hard Pack: Soft Pack: X (check one)
- (7) Menthol: Non-Menthol: X Other: (check one)
- (8) Num Per Pack: 20
- (9) "Tar": 16.0 /6 Nicotine: 1.00 /1.0 CO.: 0.0 N/A
- (10) Variety Units Sales: 504,000
- (11) Variety Dollar Sales: \$15,079
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- | | | |
|------|--|---------|
| (13) | CAT-A-Expenses (Newspaper) : | \$0 |
| (14) | CAT-B-Expenses (Magazines) : | 0 |
| (15) | CAT-C-Expenses (Outdoor) : | 0 |
| (16) | CAT-D-Expenses (Audio Visual): | 0 |
| (17) | CAT-E-Expenses (Public Transport.) : | 0 |
| (18) | CAT-F-Expenses (Direct Mail) : | 0 |
| (19) | CAT-G-Expenses (Point of Sale): | 63 |
| (20) | CAT-H-Expenses (Promotional Allowances) : | 1,422 |
| (21) | CAT-I-Expenses (samples) : | 0 |
| (22) | CAT-J-Expenses (Items) : | 0 |
| (23) | CAT-K-Expenses (Public Entertainment) : | 0 |
| (24) | CAT-L-Expenses (Endorsement) : | 0 |
| (25) | CAT-M-Expenses (Retail Value & Coupon) : | 32 |
| (26) | CAT-N-Expenses (All Other) : | 0 |
| (27) | Total Reportable Expenditures For Variety: | \$1,517 |
| (28) | Sporting Events: | 0 |

(41) No

- (1) Year Covered: ~~1993~~ 1994
- (2) Brand Family Name: F&L
- (3) Descriptions: King ,F ,SP ,FULL-FLA ,MEN ,GENERIC
- (4) Product Length: 84
- (5) Filter: X Non-Filter: _____ (check one)
- (6) Hard Pack: _____ Soft Pack: X (check one)
- (7) Menthol: X Non-Menthol: _____ Other: _____ (check one)
- (8) Num Per Pack: 20
- (9) "Tar": 16.0 / 6 Nicotine: 1.00 / 1.0 CO.: ~~0.0~~ N/A
- (10) Variety Units Sales: 408,000
- (11) Variety Dollar Sales: \$12,156
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- (13) CAT-A-Expenses (Newspaper) : _____ \$0
- (14) CAT-B-Expenses (Magazines) : _____ 0
- (15) CAT-C-Expenses (Outdoor) : _____ 0
- (16) CAT-D-Expenses (Audio Visual): _____ 0
- (17) CAT-E-Expenses (Public Transport.) : _____ 0
- (18) CAT-F-Expenses (Direct Mail) : _____ 0
- (19) CAT-G-Expenses (Point of Sale): _____ 51
- (20) CAT-H-Expenses (Promotional Allowances) : _____ 1,152
- (21) CAT-I-Expenses (samples) : _____ 0
- (22) CAT-J-Expenses (Items) : _____ 0
- (23) CAT-K-Expenses (Public Entertainment) : _____ 0
- (24) CAT-L-Expenses (Endorsement) : _____ 0
- (25) CAT-M-Expenses (Retail Value & Coupon) : _____ 26
- (26) CAT-N-Expenses (All Other) : _____ 0
- (27) Total Reportable Expenditures For Variety: _____ \$1,229
- (28) Sporting Events: _____ 0

(41) No

8424405112

- (1) Year Covered: ~~1993~~ 1994 8424405112
- (2) Brand Family Name: F&L
- (3) Descriptions: 100 ,F ,SP ,FULL-FLA ,GENERIC
- (4) Product Length: 100
- (5) Filter: X Non-Filter: _____ (check one)
- (6) Hard Pack: _____ Soft Pack: X (check one)
- (7) Menthol: _____ Non-Menthol: X Other: _____ (check one)
- (8) Num Per Pack: 20
- (9) "Tar": 16.0 / 16 Nicotine: 1.00 / 1.0 CO.: 0.0 N/A
- (10) Variety Units Sales: 600,000
- (11) Variety Dollar Sales: \$17,990
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- | | | |
|------|--|---------|
| (13) | CAT-A-Expenses (Newspaper) : | \$0 |
| (14) | CAT-B-Expenses (Magazines) : | 0 |
| (15) | CAT-C-Expenses (Outdoor) : | 0 |
| (16) | CAT-D-Expenses (Audio Visual): | 0 |
| (17) | CAT-E-Expenses (Public Transport.) : | 0 |
| (18) | CAT-F-Expenses (Direct Mail) : | 0 |
| (19) | CAT-G-Expenses (Point of Sale): | 74 |
| (20) | CAT-H-Expenses (Promotional Allowances) : | 1,693 |
| (21) | CAT-I-Expenses (samples) : | 0 |
| (22) | CAT-J-Expenses (Items) : | 0 |
| (23) | CAT-K-Expenses (Public Entertainment) : | 0 |
| (24) | CAT-L-Expenses (Endorsement) : | 0 |
| (25) | CAT-M-Expenses (Retail Value & Coupon) : | 39 |
| (26) | CAT-N-Expenses (All Other) : | 0 |
| (27) | Total Reportable Expenditures For Variety: | \$1,806 |
| (28) | Sporting Events: | 0 |

(41) No

8424403112

- (1) Year Covered: ~~1993~~ 1994 8424403112
- (2) Brand Family Name: F&L
- (3) Descriptions: 100 ,F ,SP ,FULL-FLA ,MEN ,GENERIC
- (4) Product Length: 100
- (5) Filter: X Non-Filter: _____ (check one)
- (6) Hard Pack: _____ Soft Pack: X (check one)
- (7) Menthol: X Non-Menthol: _____ Other: _____ (check one)
- (8) Num Per Pack: 20
- (9) "Tar": ~~16.0~~ 16 Nicotine: ~~1.00~~ 1.0 CO.: ~~0.0~~ N/A
- (10) Variety Units Sales: 420,000
- (11) Variety Dollar Sales: \$12,513
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- | | | |
|------|--|---------|
| (13) | CAT-A-Expenses (Newspaper) : | \$0 |
| (14) | CAT-B-Expenses (Magazines) : | 0 |
| (15) | CAT-C-Expenses (Outdoor) : | 0 |
| (16) | CAT-D-Expenses (Audio Visual): | 0 |
| (17) | CAT-E-Expenses (Public Transport.) : | 0 |
| (18) | CAT-F-Expenses (Direct Mail) : | 0 |
| (19) | CAT-G-Expenses (Point of Sale): | 52 |
| (20) | CAT-H-Expenses (Promotional Allowances) : | 1,185 |
| (21) | CAT-I-Expenses (samples) : | 0 |
| (22) | CAT-J-Expenses (Items) : | 0 |
| (23) | CAT-K-Expenses (Public Entertainment) : | 0 |
| (24) | CAT-L-Expenses (Endorsement) : | 0 |
| (25) | CAT-M-Expenses (Retail Value & Coupon) : | 27 |
| (26) | CAT-N-Expenses (All Other) : | 0 |
| (27) | Total Reportable Expenditures For Variety: | \$1,264 |
| (28) | Sporting Events: | 0 |

(41) No

- (1) Year Covered: ~~1993~~ 1994
- (2) Brand Family Name: F&L
- (3) Descriptions: King ,F ,HP ,LT ,GENERIC
- (4) Product Length: 83
- (5) Filter: X Non-Filter: _____ (check one)
- (6) Hard Pack: X Soft Pack: _____ (check one)
- (7) Menthol: _____ Non-Menthol: X Other: _____ (check one)
- (8) Num Per Pack: 20
- (9) "Tar": ~~11.0~~ // Nicotine: ~~0.70~~ 0.8 CO.: ~~0.0~~ N/A
- (10) Variety Units Sales: 65,808,000
- (11) Variety Dollar Sales: \$1,742,374
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- (13) CAT-A-Expenses (Newspaper) : \$0
- (14) CAT-B-Expenses (Magazines) : 0
- (15) CAT-C-Expenses (Outdoor) : 0
- (16) CAT-D-Expenses (Audio Visual): 0
- (17) CAT-E-Expenses (Public Transport.) : 0
- (18) CAT-F-Expenses (Direct Mail) : 0
- (19) CAT-G-Expenses (Point of Sale): 8,163
- (20) CAT-H-Expenses (Promotional Allowances) : 185,734
- (21) CAT-I-Expenses (samples) : 0
- (22) CAT-J-Expenses (Items) : 0
- (23) CAT-K-Expenses (Public Entertainment) : 0
- (24) CAT-L-Expenses (Endorsement) : 0
- (25) CAT-M-Expenses (Retail Value & Coupon) : 4,240
- (26) CAT-N-Expenses (All Other) : 0
- (27) Total Reportable Expenditures For Variety: \$198,137
- (28) Sporting Events: 0

(41) No

- (1) Year Covered: ~~1993~~ 1994
- (2) Brand Family Name: F&L
- (3) Descriptions: 100 ,F ,SP ,ULTRA-LT ,GENERIC
- (4) Product Length: 100
- (5) Filter: X Non-Filter: _____ (check one)
- (6) Hard Pack: _____ Soft Pack: X (check one)
- (7) Menthol: _____ Non-Menthol: X Other: _____ (check one)
- (8) Num Per Pack: 20
- (9) "Tar": ~~6.0~~ 6 Nicotine: ~~0.50~~ 0.5 CO.: ~~0.0~~ N/A
- (10) Variety Units Sales: 46,392,000
- (11) Variety Dollar Sales: \$1,283,364
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- (13) CAT-A-Expenses (Newspaper) : \$0
- (14) CAT-B-Expenses (Magazines) : 0
- (15) CAT-C-Expenses (Outdoor) : 0
- (16) CAT-D-Expenses (Audio Visual): 0
- (17) CAT-E-Expenses (Public Transport.) : 0
- (18) CAT-F-Expenses (Direct Mail) : 0
- (19) CAT-G-Expenses (Point of Sale): 5,755
- (20) CAT-H-Expenses (Promotional Allowances) : 130,935
- (21) CAT-I-Expenses (samples) : 0
- (22) CAT-J-Expenses (Items) : 0
- (23) CAT-K-Expenses (Public Entertainment) : 0
- (24) CAT-L-Expenses (Endorsement) : 0
- (25) CAT-M-Expenses (Retail Value & Coupon) : 2,989
- (26) CAT-N-Expenses (All Other) : 0
- (27) Total Reportable Expenditures For Variety: \$139,679
- (28) Sporting Events: 0

(41) No

8424402112

- (1) Year Covered: ~~1999~~ 1994
- (2) Brand Family Name: F&L
- (3) Descriptions: King ,F ,SP ,ULTRA-LT ,GENERIC
- (4) Product Length: 84
- (5) Filter: X Non-Filter: _____ (check one)
- (6) Hard Pack: _____ Soft Pack: X (check one)
- (7) Menthol: _____ Non-Menthol: X Other: _____ (check one)
- (8) Num Per Pack: 20
- (9) "Tar": ~~6.0~~ 6 Nicotine: ~~0.50~~ 0.5 CO.: ~~0.0~~ N/A
- (10) Variety Units Sales: 420,000
- (11) Variety Dollar Sales: \$12,510
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- (13) CAT-A-Expenses (Newspaper) : \$0
- (14) CAT-B-Expenses (Magazines) : 0
- (15) CAT-C-Expenses (Outdoor) : 0
- (16) CAT-D-Expenses (Audio Visual): 0
- (17) CAT-E-Expenses (Public Transport.) : 0
- (18) CAT-F-Expenses (Direct Mail) : 0
- (19) CAT-G-Expenses (Point of Sale): 52
- (20) CAT-H-Expenses (Promotional Allowances) : 1,185
- (21) CAT-I-Expenses (samples) : 0
- (22) CAT-J-Expenses (Items) : 0
- (23) CAT-K-Expenses (Public Entertainment) : 0
- (24) CAT-L-Expenses (Endorsement) : 0
- (25) CAT-M-Expenses (Retail Value & Coupon) : 27
- (26) CAT-N-Expenses (All Other) : 0
- (27) Total Reportable Expenditures For Variety: \$1,264
- (28) Sporting Events: 0

(41) No

8424400805

- (1) Year Covered: ~~1993~~ 1994
- (2) Brand Family Name: F&L
- (3) Descriptions: King ,F ,SP ,LT ,GENERIC
- (4) Product Length: 84
- (5) Filter: X Non-Filter: _____ (check one)
- (6) Hard Pack: _____ Soft Pack: X (check one)
- (7) Menthol: _____ Non-Menthol: X Other: _____ (check one)
- (8) Num Per Pack: 20
- (9) "Tar": ~~11.0~~ 11 Nicotine: ~~0.80~~ 0.8 CO.: ~~0.0~~ N/A
- (10) Variety Units Sales: 37,908,000
- (11) Variety Dollar Sales: \$1,012,444
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- (13) CAT-A-Expenses (Newspaper) : _____ \$0
- (14) CAT-B-Expenses (Magazines) : _____ 0
- (15) CAT-C-Expenses (Outdoor) : _____ 0
- (16) CAT-D-Expenses (Audio Visual): _____ 0
- (17) CAT-E-Expenses (Public Transport.) : _____ 0
- (18) CAT-F-Expenses (Direct Mail) : _____ 0
- (19) CAT-G-Expenses (Point of Sale): _____ 4,702
- (20) CAT-H-Expenses (Promotional Allowances) : _____ 106,990
- (21) CAT-I-Expenses (samples) : _____ 0
- (22) CAT-J-Expenses (Items) : _____ 0
- (23) CAT-K-Expenses (Public Entertainment) : _____ 0
- (24) CAT-L-Expenses (Endorsement) : _____ 0
- (25) CAT-M-Expenses (Retail Value & Coupon) : _____ 2,443
- (26) CAT-N-Expenses (All Other) : _____ 0
- (27) Total Reportable Expenditures For Variety: _____ \$114,135
- (28) Sporting Events: _____ 0

(41) No

- (1) Year Covered: ~~1993~~ 1994
- (2) Brand Family Name: F&L
- (3) Descriptions: 100 ,F ,SP ,LT ,GENERIC
- (4) Product Length: 100
- (5) Filter: X Non-Filter: _____ (check one)
- (6) Hard Pack: _____ Soft Pack: X (check one)
- (7) Menthol: _____ Non-Menthol: X Other: _____ (check one)
- (8) Num Per Pack: 20
- (9) "Tar": ~~11.0~~ 11 Nicotine: ~~0.80~~ 0.8 CO.: ~~0.0~~ N/A
- (10) Variety Units Sales: 70,632,400
- (11) Variety Dollar Sales: \$1,951,347
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- (13) CAT-A-Expenses (Newspaper) : _____ \$0
- (14) CAT-B-Expenses (Magazines) : _____ 0
- (15) CAT-C-Expenses (Outdoor) : _____ 0
- (16) CAT-D-Expenses (Audio Visual): _____ 0
- (17) CAT-E-Expenses (Public Transport.) : _____ 0
- (18) CAT-F-Expenses (Direct Mail) : _____ 0
- (19) CAT-G-Expenses (Point of Sale): _____ 8,762
- (20) CAT-H-Expenses (Promotional Allowances) : _____ 199,350
- (21) CAT-I-Expenses (samples) : _____ 0
- (22) CAT-J-Expenses (Items) : _____ 0
- (23) CAT-K-Expenses (Public Entertainment) : _____ 0
- (24) CAT-L-Expenses (Endorsement) : _____ 0
- (25) CAT-M-Expenses (Retail Value & Coupon) : _____ 4,551
- (26) CAT-N-Expenses (All Other) : _____ 0
- (27) Total Reportable Expenditures For Variety: _____ \$212,663
- (28) Sporting Events: _____ 0

(41) No

- (1) Year Covered: ~~1993~~ 1994
- (2) Brand Family Name: F&L
- (3) Descriptions: 100 ,F ,SP ,LT ,GENERIC
- (4) Product Length: 100
- (5) Filter: X Non-Filter: (check one)
- (6) Hard Pack: Soft Pack: X (check one)
- (7) Menthol: Non-Menthol: X Other: (check one)
- (8) Num Per Pack: 20
- (9) "Tar": ~~11.0~~ 11 Nicotine: ~~0.80~~ 0.8 CO.: ~~0.0~~ N/A
- (10) Variety Units Sales: 70,632,400
- (11) Variety Dollar Sales: \$1,951,347
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- (13) CAT-A-Expenses (Newspaper) : \$0
- (14) CAT-B-Expenses (Magazines) : 0
- (15) CAT-C-Expenses (Outdoor) : 0
- (16) CAT-D-Expenses (Audio Visual): 0
- (17) CAT-E-Expenses (Public Transport.) : 0
- (18) CAT-F-Expenses (Direct Mail) : 0
- (19) CAT-G-Expenses (Point of Sale): 8,762
- (20) CAT-H-Expenses (Promotional Allowances) : 199,350
- (21) CAT-I-Expenses (samples) : 0
- (22) CAT-J-Expenses (Items) : 0
- (23) CAT-K-Expenses (Public Entertainment) : 0
- (24) CAT-L-Expenses (Endorsement) : 0
- (25) CAT-M-Expenses (Retail Value & Coupon) : 4,551
- (26) CAT-N-Expenses (All Other) : 0
- (27) Total Reportable Expenditures For Variety: \$212,663
- (28) Sporting Events: 0

(41) No

- (1) Year Covered: ~~1993~~ 1994
- (2) Brand Family Name: F&L
- (3) Descriptions: 100 ,F ,SP ,LT ,MEN ,GENERIC
- (4) Product Length: 100
- (5) Filter: X Non-Filter: _____ (check one)
- (6) Hard Pack: _____ Soft Pack: X (check one)
- (7) Menthol: X Non-Menthol: _____ Other: _____ (check one)
- (8) Num Per Pack: 20
- (9) "Tar": ~~11.0~~ // Nicotine: ~~0.80~~ 0.8 CO.: ~~0.0~~ N/A
- (10) Variety Units Sales: 34,469,800
- (11) Variety Dollar Sales: \$954,173
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- (13) CAT-A-Expenses (Newspaper) : _____ \$0
- (14) CAT-B-Expenses (Magazines) : _____ 0
- (15) CAT-C-Expenses (Outdoor) : _____ 0
- (16) CAT-D-Expenses (Audio Visual): _____ 0
- (17) CAT-E-Expenses (Public Transport.) : _____ 0
- (18) CAT-F-Expenses (Direct Mail) : _____ 0
- (19) CAT-G-Expenses (Point of Sale): _____ 4,276
- (20) CAT-H-Expenses (Promotional Allowances) : _____ 97,286
- (21) CAT-I-Expenses (samples) : _____ 0
- (22) CAT-J-Expenses (Items) : _____ 0
- (23) CAT-K-Expenses (Public Entertainment) : _____ 0
- (24) CAT-L-Expenses (Endorsement) : _____ 0
- (25) CAT-M-Expenses (Retail Value & Coupon) : _____ 2,221
- (26) CAT-N-Expenses (All Other) : _____ 0
- (27) Total Reportable Expenditures For Variety: _____ \$103,783
- (28) Sporting Events: _____ 0

(41) No

Cigarette Report Form

1007600689

- ## Reportable Expenditures

- .(41) No

- (1) Year Covered: ~~1993~~ 1994 1007600690
- (2) Brand Family Name: GENERALS
- (3) Descriptions: King ,F ,SP ,FULL-FLA ,MEN ,GENERIC
- (4) Product Length: 84
- (5) Filter: X Non-Filter: _____ (check one)
- (6) Hard Pack: _____ Soft Pack: X (check one)
- (7) Menthol: X Non-Menthol: _____ Other: _____ (check one)
- (8) Num Per Pack: 20
- (9) "Tar": ~~16.0~~ 16 Nicotine: ~~1.00~~ 1.0 CO.: ~~0.0~~ N/A
- (10) Variety Units Sales: 768,000
- (11) Variety Dollar Sales: \$23,205
- (12) First Date Sold: N/A Last Date Sold: N/A

(13)	CAT-A-Expenses (Newspaper) :	\$0
(14)	CAT-B-Expenses (Magazines) :	0
(15)	CAT-C-Expenses (Outdoor) :	0
(16)	CAT-D-Expenses (Audio Visual):	0
(17)	CAT-E-Expenses (Public Transport.) :	0
(18)	CAT-F-Expenses (Direct Mail) :	0
(19)	CAT-G-Expenses (Point of Sale):	95
(20)	CAT-H-Expenses (Promotional Allowances) :	2,168
(21)	CAT-I-Expenses (samples) :	0
(22)	CAT-J-Expenses (Items) :	0
(23)	CAT-K-Expenses (Public Entertainment) :	0
(24)	CAT-L-Expenses (Endorsement) :	0
(25)	CAT-M-Expenses (Retail Value & Coupon) :	49
(26)	CAT-N-Expenses (All Other) :	0
(27)	Total Reportable Expenditures For Variety:	\$2,312
(28)	Sporting Events:	0

(41) No

1007600691

- (1) Year Covered: ~~1993~~ 1994
- (2) Brand Family Name: GENERALS
- (3) Descriptions: 100 ,F ,SP ,FULL-FLA ,GENERIC
- (4) Product Length: 100
- (5) Filter: X Non-Filter: (check one)
- (6) Hard Pack: Soft Pack: X (check one)
- (7) Menthol: Non-Menthol: X Other: (check one)
- (8) Num Per Pack: 20
- (9) "Tar": ~~16.0~~ 16 Nicotine: ~~1.00~~ 1.0 CO.: ~~0.0~~ N/A
- (10) Variety Units Sales: 10,356,000
- (11) Variety Dollar Sales: \$295,400
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- (13) CAT-A-Expenses (Newspaper) : \$0
- (14) CAT-B-Expenses (Magazines) : 0
- (15) CAT-C-Expenses (Outdoor) : 0
- (16) CAT-D-Expenses (Audio Visual): 0
- (17) CAT-E-Expenses (Public Transport.) : 0
- (18) CAT-F-Expenses (Direct Mail) : 0
- (19) CAT-G-Expenses (Point of Sale): 1,285
- (20) CAT-H-Expenses (Promotional Allowances) : 29,228
- (21) CAT-I-Expenses (samples) : 0
- (22) CAT-J-Expenses (Items) : 0
- (23) CAT-K-Expenses (Public Entertainment) : 0
- (24) CAT-L-Expenses (Endorsement) : 0
- (25) CAT-M-Expenses (Retail Value & Coupon) : 667
- (26) CAT-N-Expenses (All Other) : 0
- (27) Total Reportable Expenditures For Variety: \$31,180
- (28) Sporting Events: 0

(41) No

1007600692

- (1) Year Covered: ~~1993~~ 1994 1007600692
- (2) Brand Family Name: GENERALS
- (3) Descriptions: 100 ,F ,SP ,FULL-FLA ,MEN ,GENERIC
- (4) Product Length: 100
- (5) Filter: X Non-Filter: (check one)
- (6) Hard Pack: Soft Pack: X (check one)
- (7) Menthol: X Non-Menthol: Other: (check one)
- (8) Num Per Pack: 20
- (9) "Tar": ~~16.0~~ 16 Nicotine: ~~1.00~~ 1.0 CO.: ~~0.0~~ N/A
- (10) Variety Units Sales: 480,000
- (11) Variety Dollar Sales: \$14,522
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- | | | |
|------|--|---------|
| (13) | CAT-A-Expenses (Newspaper) : | \$0 |
| (14) | CAT-B-Expenses (Magazines) : | 0 |
| (15) | CAT-C-Expenses (Outdoor) : | 0 |
| (16) | CAT-D-Expenses (Audio Visual): | 0 |
| (17) | CAT-E-Expenses (Public Transport.) : | 0 |
| (18) | CAT-F-Expenses (Direct Mail) : | 0 |
| (19) | CAT-G-Expenses (Point of Sale): | 60 |
| (20) | CAT-H-Expenses (Promotional Allowances) : | 1,355 |
| (21) | CAT-I-Expenses (samples) : | 0 |
| (22) | CAT-J-Expenses (Items) : | 0 |
| (23) | CAT-K-Expenses (Public Entertainment) : | 0 |
| (24) | CAT-L-Expenses (Endorsement) : | 0 |
| (25) | CAT-M-Expenses (Retail Value & Coupon) : | 31 |
| (26) | CAT-N-Expenses (All Other) : | 0 |
| (27) | Total Reportable Expenditures For Variety: | \$1,446 |
| (28) | Sporting Events: | 0 |

(41) No

1007600693

- (1) Year Covered: ~~-1993~~ 1994 1007600693
- (2) Brand Family Name: GENERALS
- (3) Descriptions: King ,F ,SP ,LT ,GENERIC
- (4) Product Length: 84
- (5) Filter: X Non-Filter: _____ (check one)
- (6) Hard Pack: _____ Soft Pack: X (check one)
- (7) Menthol: _____ Non-Menthol: X Other: _____ (check one)
- (8) Num Per Pack: 20
- (9) "Tar": ~~-11.0~~ 11 Nicotine: ~~-0.80~~ 0.8 CO.: ~~-0.0~~ N/A
- (10) Variety Units Sales: 9,252,000
- (11) Variety Dollar Sales: \$256,011
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- | | | |
|------|--|----------|
| (13) | CAT-A-Expenses (Newspaper) : | \$0 |
| (14) | CAT-B-Expenses (Magazines) : | 0 |
| (15) | CAT-C-Expenses (Outdoor) : | 0 |
| (16) | CAT-D-Expenses (Audio Visual): | 0 |
| (17) | CAT-E-Expenses (Public Transport.) : | 0 |
| (18) | CAT-F-Expenses (Direct Mail) : | 0 |
| (19) | CAT-G-Expenses (Point of Sale): | 1,148 |
| (20) | CAT-H-Expenses (Promotional Allowances) : | 26,112 |
| (21) | CAT-I-Expenses (samples) : | 0 |
| (22) | CAT-J-Expenses (Items) : | 0 |
| (23) | CAT-K-Expenses (Public Entertainment) : | 0 |
| (24) | CAT-L-Expenses (Endorsement) : | 0 |
| (25) | CAT-M-Expenses (Retail Value & Coupon) : | 596 |
| (26) | CAT-N-Expenses (All Other) : | 0 |
| (27) | Total Reportable Expenditures For Variety: | \$27,856 |
| (28) | Sporting Events: | 0 |

(41) No

1007600694

- (1) Year Covered: ~~1993~~ 1994 1007600694
- (2) Brand Family Name: GENERALS
- (3) Descriptions: King ,F ,SP ,LT ,MEN ,GENERIC
- (4) Product Length: 84
- (5) Filter: X Non-Filter: _____ (check one)
- (6) Hard Pack: _____ Soft Pack: X (check one)
- (7) Menthol: X Non-Menthol: _____ Other: _____ (check one)
- (8) Num Per Pack: 20
- (9) "Tar": ~~11.0~~ 11 Nicotine: ~~0.80~~ 0.8 CO.: ~~0.0~~ N/A
- (10) Variety Units Sales: 6,132,000
- (11) Variety Dollar Sales: \$169,722
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- | | | |
|------|--|----------|
| (13) | CAT-A-Expenses (Newspaper) : | \$0 |
| (14) | CAT-B-Expenses (Magazines) : | 0 |
| (15) | CAT-C-Expenses (Outdoor) : | 0 |
| (16) | CAT-D-Expenses (Audio Visual): | 0 |
| (17) | CAT-E-Expenses (Public Transport.) : | 0 |
| (18) | CAT-F-Expenses (Direct Mail) : | 0 |
| (19) | CAT-G-Expenses (Point of Sale): | 761 |
| (20) | CAT-H-Expenses (Promotional Allowances) : | 17,307 |
| (21) | CAT-I-Expenses (samples) : | 0 |
| (22) | CAT-J-Expenses (Items) : | 0 |
| (23) | CAT-K-Expenses (Public Entertainment) : | 0 |
| (24) | CAT-L-Expenses (Endorsement) : | 0 |
| (25) | CAT-M-Expenses (Retail Value & Coupon) : | 395 |
| (26) | CAT-N-Expenses (All Other) : | 0 |
| (27) | Total Reportable Expenditures For Variety: | \$18,463 |
| (28) | Sporting Events: | 0 |

.(41) No

1007600695

- (1) Year Covered: ~~1999~~ 1994
- (2) Brand Family Name: GENERALS
- (3) Descriptions: 100 ,F ,SP ,LT ,GENERIC
- (4) Product Length: 100
- (5) Filter: X Non-Filter: _____ (check one)
- (6) Hard Pack: _____ Soft Pack: X (check one)
- (7) Menthol: _____ Non-Menthol: X Other: _____ (check one)
- (8) Num Per Pack: 20
- (9) "Tar": ~~11.0~~ 11 Nicotine: ~~0.80~~ 0.8 CO.: ~~0.0~~ N/A
- (10) Variety Units Sales: 8,999,400
- (11) Variety Dollar Sales: \$254,506
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- (13) CAT-A-Expenses (Newspaper) : _____ \$0
- (14) CAT-B-Expenses (Magazines) : _____ 0
- (15) CAT-C-Expenses (Outdoor) : _____ 0
- (16) CAT-D-Expenses (Audio Visual): _____ 0
- (17) CAT-E-Expenses (Public Transport.) : _____ 0
- (18) CAT-F-Expenses (Direct Mail) : _____ 0
- (19) CAT-G-Expenses (Point of Sale): _____ 1,116
- (20) CAT-H-Expenses (Promotional Allowances) : _____ 25,400
- (21) CAT-I-Expenses (samples) : _____ 0
- (22) CAT-J-Expenses (Items) : _____ 0
- (23) CAT-K-Expenses (Public Entertainment) : _____ 0
- (24) CAT-L-Expenses (Endorsement) : _____ 0
- (25) CAT-M-Expenses (Retail Value & Coupon) : _____ 580
- (26) CAT-N-Expenses (All Other) : _____ 0
- (27) Total Reportable Expenditures For Variety: _____ \$27,096
- (28) Sporting Events: _____ 0

(41) No

1007600696

- (1) Year Covered: ~~1993~~ 1994 1007600696
- (2) Brand Family Name: GENERALS
- (3) Descriptions: 100 ,F ,SP ,MEN ,GENERIC
- (4) Product Length: 100
- (5) Filter: X Non-Filter: (check one)
- (6) Hard Pack: Soft Pack: X (check one)
- (7) Menthol: X Non-Menthol: Other: (check one)
- (8) Num Per Pack: 20
- (9) "Tar": ~~11.0~~ // Nicotine: ~~0.80~~ 0.8 CO.: ~~0.0~~ N/A
- (10) Variety Units Sales: 7,812,000
- (11) Variety Dollar Sales: \$219,044
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- | | | |
|------|--|----------|
| (13) | CAT-A-Expenses (Newspaper) : | \$0 |
| (14) | CAT-B-Expenses (Magazines) : | 0 |
| (15) | CAT-C-Expenses (Outdoor) : | 0 |
| (16) | CAT-D-Expenses (Audio Visual): | 0 |
| (17) | CAT-E-Expenses (Public Transport.) : | 0 |
| (18) | CAT-F-Expenses (Direct Mail) : | 0 |
| (19) | CAT-G-Expenses (Point of Sale): | 969 |
| (20) | CAT-H-Expenses (Promotional Allowances) : | 22,048 |
| (21) | CAT-I-Expenses (samples) : | 0 |
| (22) | CAT-J-Expenses (Items) : | 0 |
| (23) | CAT-K-Expenses (Public Entertainment) : | 0 |
| (24) | CAT-L-Expenses (Endorsement) : | 0 |
| (25) | CAT-M-Expenses (Retail Value & Coupon) : | 503 |
| (26) | CAT-N-Expenses (All Other) : | 0 |
| (27) | Total Reportable Expenditures For Variety: | \$23,520 |
| (28) | Sporting Events: | 0 |

(41) No

1007600697

- (1) Year Covered: ~~1993~~ 1994
- (2) Brand Family Name: GENERALS
- (3) Descriptions: King ,F ,SP ,ULTRA-LT ,GENERIC
- (4) Product Length: 84
- (5) Filter: X Non-Filter: _____ (check one)
- (6) Hard Pack: _____ Soft Pack: X (check one)
- (7) Menthol: _____ Non-Menthol: X Other: _____ (check one)
- (8) Num Per Pack: 20
- (9) "Tar": ~~0.0~~ 6 Nicotine: ~~0.50~~ 0.5 CO.: ~~0.0~~ N/A
- (10) Variety Units Sales: 5,172,000
- (11) Variety Dollar Sales: \$141,126
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- (13) CAT-A-Expenses (Newspaper) : _____ \$0
- (14) CAT-B-Expenses (Magazines) : _____ 0
- (15) CAT-C-Expenses (Outdoor) : _____ 0
- (16) CAT-D-Expenses (Audio Visual): _____ 0
- (17) CAT-E-Expenses (Public Transport.) : _____ 0
- (18) CAT-F-Expenses (Direct Mail) : _____ 0
- (19) CAT-G-Expenses (Point of Sale): _____ 642
- (20) CAT-H-Expenses (Promotional Allowances) : _____ 14,597
- (21) CAT-I-Expenses (samples) : _____ 0
- (22) CAT-J-Expenses (Items) : _____ 0
- (23) CAT-K-Expenses (Public Entertainment) : _____ 0
- (24) CAT-L-Expenses (Endorsement) : _____ 0
- (25) CAT-M-Expenses (Retail Value & Coupon) : _____ 333
- (26) CAT-N-Expenses (All Other) : _____ 0
- (27) Total Reportable Expenditures For Variety: _____ \$15,572
- (28) Sporting Events: _____ 0

(41) No

1007600698

- (1) Year Covered: ~~1993~~ 1994 1007600698
- (2) Brand Family Name: GENERALS
- (3) Descriptions: 100 ,F ,SP ,ULTRA-LT ,GENERIC
- (4) Product Length: 100
- (5) Filter: X Non-Filter: _____ (check one)
- (6) Hard Pack: _____ Soft Pack: X (check one)
- (7) Menthol: _____ Non-Menthol: X Other: _____ (check one)
- (8) Num Per Pack: 20
- (9) "Tar": ~~8.0~~ 6.0 Nicotine: ~~0.50~~ 0.5 CO.: ~~0.0~~ N/A
- (10) Variety Units Sales: 7,308,000
- (11) Variety Dollar Sales: \$204,300
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- | | | |
|------|--|----------|
| (13) | CAT-A-Expenses (Newspaper) : | \$0 |
| (14) | CAT-B-Expenses (Magazines) : | 0 |
| (15) | CAT-C-Expenses (Outdoor) : | 0 |
| (16) | CAT-D-Expenses (Audio Visual): | 0 |
| (17) | CAT-E-Expenses (Public Transport.) : | 0 |
| (18) | CAT-F-Expenses (Direct Mail) : | 0 |
| (19) | CAT-G-Expenses (Point of Sale): | 907 |
| (20) | CAT-H-Expenses (Promotional Allowances) : | 20,626 |
| (21) | CAT-I-Expenses (samples) : | 0 |
| (22) | CAT-J-Expenses (Items) : | 0 |
| (23) | CAT-K-Expenses (Public Entertainment) : | 0 |
| (24) | CAT-L-Expenses (Endorsement) : | 0 |
| (25) | CAT-M-Expenses (Retail Value & Coupon) : | 471 |
| (26) | CAT-N-Expenses (All Other) : | 0 |
| (27) | Total Reportable Expenditures For Variety: | \$22,004 |
| (28) | Sporting Events: | 0 |

(41) No

1007600699

- (1) Year Covered: ~~1993~~ 1994
- (2) Brand Family Name: GENERALS
- (3) Descriptions: King ,NF ,SP ,GENERIC
- (4) Product Length: 84
- (5) Filter: Non-Filter: X (check one)
- (6) Hard Pack: Soft Pack: X (check one)
- (7) Menthol: Non-Menthol: X Other: (check one)
- (8) Num Per Pack: 20
- (9) "Tar": ~~23.0~~ 24 Nicotine: ~~1.60~~ 1.6 CO.: ~~0.0~~ N/A
- (10) Variety Units Sales: 2,347,800
- (11) Variety Dollar Sales: \$63,435
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- (13) CAT-A-Expenses (Newspaper) : \$0
- (14) CAT-B-Expenses (Magazines) : 0
- (15) CAT-C-Expenses (Outdoor) : 0
- (16) CAT-D-Expenses (Audio Visual): 0
- (17) CAT-E-Expenses (Public Transport.) : 0
- (18) CAT-F-Expenses (Direct Mail) : 0
- (19) CAT-G-Expenses (Point of Sale): 291
- (20) CAT-H-Expenses (Promotional Allowances) : 6,626
- (21) CAT-I-Expenses (samples) : 0
- (22) CAT-J-Expenses (Items) : 0
- (23) CAT-K-Expenses (Public Entertainment) : 0
- (24) CAT-L-Expenses (Endorsement) : 0
- (25) CAT-M-Expenses (Retail Value & Coupon) : 151
- (26) CAT-N-Expenses (All Other) : 0
- (27) Total Reportable Expenditures For Variety: \$7,068
- (28) Sporting Events: 0

(41) No

- (1) Year Covered: 1993 1994 4262592010
- (2) Brand Family Name: GENCO
- (3) Descriptions: King, F, SP, FULL-FLA, MEN, GENERIC
- (4) Product Length: 84
- (5) Filter: X Non-Filter: (check one)
- (6) Hard Pack: Soft Pack: X (check one)
- (7) Menthol: X Non-Menthol: Other: (check one)
- (8) Num Per Pack: 20
- (9) "Tar": 16.0 / 16 Nicotine: 1.00 / 1.0 CO.: 0.0 N/A
- (10) Variety Units Sales: 142,789,400
- (11) Variety Dollar Sales: \$3,601,796
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- | | | |
|------|--|-----------|
| (13) | CAT-A-Expenses (Newspaper) : | \$0 |
| (14) | CAT-B-Expenses (Magazines) : | 0 |
| (15) | CAT-C-Expenses (Outdoor) : | 0 |
| (16) | CAT-D-Expenses (Audio Visual): | 0 |
| (17) | CAT-E-Expenses (Public Transport.) : | 0 |
| (18) | CAT-F-Expenses (Direct Mail) : | 0 |
| (19) | CAT-G-Expenses (Point of Sale): | 17,712 |
| (20) | CAT-H-Expenses (Promotional Allowances) : | 403,003 |
| (21) | CAT-I-Expenses (samples) : | 0 |
| (22) | CAT-J-Expenses (Items) : | 0 |
| (23) | CAT-K-Expenses (Public Entertainment) : | 0 |
| (24) | CAT-L-Expenses (Endorsement) : | 0 |
| (25) | CAT-M-Expenses (Retail Value & Coupon) : | 9,201 |
| (26) | CAT-N-Expenses (All Other) : | 0 |
| (27) | Total Reportable Expenditures For Variety: | \$429,916 |
| (28) | Sporting Events: | 0 |

(41) No

- (1) Year Covered: ~~1993~~ 1994
- (2) Brand Family Name: GENCO
- (3) Descriptions: 100 ,F ,SP ,FULL-FLA ,MEN ,GENERIC
- (4) Product Length: 100
- (5) Filter: X Non-Filter: _____ (check one)
- (6) Hard Pack: _____ Soft Pack: X (check one)
- (7) Menthol: X Non-Menthol: _____ Other: _____ (check one)
- (8) Num Per Pack: 20
- (9) "Tar": ~~16.0~~ 16 Nicotine: ~~1.00~~ 1.0 CO.: ~~0.0~~ N/A
- (10) Variety Units Sales: 188,615,000
- (11) Variety Dollar Sales: \$4,918,066
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- (13) CAT-A-Expenses (Newspaper) : _____ \$0
- (14) CAT-B-Expenses (Magazines) : _____ 0
- (15) CAT-C-Expenses (Outdoor) : _____ 0
- (16) CAT-D-Expenses (Audio Visual): _____ 0
- (17) CAT-E-Expenses (Public Transport.) : _____ 0
- (18) CAT-F-Expenses (Direct Mail) : _____ 0
- (19) CAT-G-Expenses (Point of Sale): _____ 23,397
- (20) CAT-H-Expenses (Promotional Allowances) : _____ 532,339
- (21) CAT-I-Expenses (samples) : _____ 0
- (22) CAT-J-Expenses (Items) : _____ 0
- (23) CAT-K-Expenses (Public Entertainment) : _____ 0
- (24) CAT-L-Expenses (Endorsement) : _____ 0
- (25) CAT-M-Expenses (Retail Value & Coupon) : _____ 12,153
- (26) CAT-N-Expenses (All Other) : _____ 0
- (27) Total Reportable Expenditures For Variety: _____ \$567,889
- (28) Sporting Events: _____ 0

(41) No

4262592009

- E4301
- 4262592009
- (1) Year Covered: ~~1999~~ 1994
- (2) Brand Family Name: GENCO
- (3) Descriptions: King ,NF ,SP ,GENERIC
- (4) Product Length: 84
- (5) Filter: Non-Filter: X (check one)
- (6) Hard Pack: Soft Pack: X (check one)
- (7) Menthol: Non-Menthol: X Other: (check one)
- (8) Num Per Pack: 20
- (9) "Tar": ~~23.0~~ 24 Nicotine: ~~1.60~~ 1.6 CO.: ~~0.0~~ N/A
- (10) Variety Units Sales: 101,194,000
- (11) Variety Dollar Sales: \$2,671,873
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- | | | |
|------|--|-----------|
| (13) | CAT-A-Expenses (Newspaper) : | \$0 |
| (14) | CAT-B-Expenses (Magazines) : | 0 |
| (15) | CAT-C-Expenses (Outdoor) : | 0 |
| (16) | CAT-D-Expenses (Audio Visual): | 0 |
| (17) | CAT-E-Expenses (Public Transport.) : | 0 |
| (18) | CAT-F-Expenses (Direct Mail) : | 0 |
| (19) | CAT-G-Expenses (Point of Sale): | 12,553 |
| (20) | CAT-H-Expenses (Promotional Allowances) : | 285,606 |
| (21) | CAT-I-Expenses (samples) : | 0 |
| (22) | CAT-J-Expenses (Items) : | 0 |
| (23) | CAT-K-Expenses (Public Entertainment) : | 0 |
| (24) | CAT-L-Expenses (Endorsement) : | 0 |
| (25) | CAT-M-Expenses (Retail Value & Coupon) : | 6,520 |
| (26) | CAT-N-Expenses (All Other) : | 0 |
| (27) | Total Reportable Expenditures For Variety: | \$304,679 |
| (28) | Sporting Events: | 0 |

·(41) No

- (1) Year Covered: ~~1993~~ 1994
- (2) Brand Family Name: GENCO
- (3) Descriptions: King, F, SP, GENERIC
- (4) Product Length: 84
- (5) Filter: X Non-Filter: (check one)
- (6) Hard Pack: Soft Pack: X (check one)
- (7) Menthol: Non-Menthol: X Other: (check one)
- (8) Num Per Pack: 20
- (9) "Tar": ~~16.0~~ 16 Nicotine: ~~1.00~~ 1.0 CO.: ~~0.9~~ N/A
- (10) Variety Units Sales: 539,230,120
- (11) Variety Dollar Sales: \$13,758,478
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- (13) CAT-A-Expenses (Newspaper) : \$0
- (14) CAT-B-Expenses (Magazines) : 0
- (15) CAT-C-Expenses (Outdoor) : 0
- (16) CAT-D-Expenses (Audio Visual): 0
- (17) CAT-E-Expenses (Public Transport.) : 0
- (18) CAT-F-Expenses (Direct Mail) : 0
- (19) CAT-G-Expenses (Point of Sale): 66,889
- (20) CAT-H-Expenses (Promotional Allowances) : 1,521,900
- (21) CAT-I-Expenses (samples) : 0
- (22) CAT-J-Expenses (Items) : 0
- (23) CAT-K-Expenses (Public Entertainment) : 0
- (24) CAT-L-Expenses (Endorsement) : 0
- (25) CAT-M-Expenses (Retail Value & Coupon) : 34,745
- (26) CAT-N-Expenses (All Other) : 0
- (27) Total Reportable Expenditures For Variety: \$1,623,534
- (28) Sporting Events: 0

(41) No

4262592002

- (1) Year Covered: ~~1993~~ 1994
- (2) Brand Family Name: GENCO
- (3) Descriptions: 100 ,F ,SP ,LT ,GENERIC
- (4) Product Length: 100
- (5) Filter: X Non-Filter: _____ (check one)
- (6) Hard Pack: _____ Soft Pack: X (check one)
- (7) Menthol: _____ Non-Menthol: X Other: _____ (check one)
- (8) Num Per Pack: 20
- (9) "Tar": ~~11.0~~ // Nicotine: ~~0.80~~ 0.8 CO.: ~~0.0~~ N/A
- (10) Variety Units Sales: 387,821,000
- (11) Variety Dollar Sales: \$10,259,775
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- (13) CAT-A-Expenses (Newspaper) : _____ \$0
- (14) CAT-B-Expenses (Magazines) : _____ 0
- (15) CAT-C-Expenses (Outdoor) : _____ 0
- (16) CAT-D-Expenses (Audio Visual): _____ 0
- (17) CAT-E-Expenses (Public Transport.) : _____ 0
- (18) CAT-F-Expenses (Direct Mail) : _____ 0
- (19) CAT-G-Expenses (Point of Sale): _____ 48,107
- (20) CAT-H-Expenses (Promotional Allowances) : _____ 1,094,569
- (21) CAT-I-Expenses (samples) : _____ 0
- (22) CAT-J-Expenses (Items) : _____ 0
- (23) CAT-K-Expenses (Public Entertainment) : _____ 0
- (24) CAT-L-Expenses (Endorsement) : _____ 0
- (25) CAT-M-Expenses (Retail Value & Coupon) : _____ 24,989
- (26) CAT-N-Expenses (All Other) : _____ 0
- (27) Total Reportable Expenditures For Variety: _____ \$1,167,665
- (28) Sporting Events: _____ 0

(41) No

- (1) Year Covered: ~~1993~~ 1994
- (2) Brand Family Name: GENCO
- (3) Descriptions: King ,F ,SP ,LT ,GENERIC
- (4) Product Length: 84
- (5) Filter: X Non-Filter: _____ (check one)
- (6) Hard Pack: _____ Soft Pack: X (check one)
- (7) Menthol: _____ Non-Menthol: X Other: _____ (check one)
- (8) Num Per Pack: 20
- (9) "Tar": ~~11.0~~ // Nicotine: ~~0.80~~ 0.8 CO.: ~~0.0~~ N/A
- (10) Variety Units Sales: 348,360,200
- (11) Variety Dollar Sales: \$8,858,242
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- (13) CAT-A-Expenses (Newspaper) : _____ \$0
- (14) CAT-B-Expenses (Magazines) : _____ 0
- (15) CAT-C-Expenses (Outdoor) : _____ 0
- (16) CAT-D-Expenses (Audio Visual): _____ 0
- (17) CAT-E-Expenses (Public Transport.) : _____ 0
- (18) CAT-F-Expenses (Direct Mail) : _____ 0
- (19) CAT-G-Expenses (Point of Sale): _____ 43,212
- (20) CAT-H-Expenses (Promotional Allowances) : _____ 983,197
- (21) CAT-I-Expenses (samples) : _____ 0
- (22) CAT-J-Expenses (Items) : _____ 0
- (23) CAT-K-Expenses (Public Entertainment) : _____ 0
- (24) CAT-L-Expenses (Endorsement) : _____ 0
- (25) CAT-M-Expenses (Retail Value & Coupon) : _____ 22,446
- (26) CAT-N-Expenses (All Other) : _____ 0
- (27) Total Reportable Expenditures For Variety: _____ \$1,048,855
- (28) Sporting Events: _____ 0

(41) No

4262592003

- (1) Year Covered: ~~1993~~ 1994 4262592003
- (2) Brand Family Name: GENCO
- (3) Descriptions: King ,F ,SP ,LT ,MEN ,GENERIC
- (4) Product Length: 84
- (5) Filter: X Non-Filter: (check one)
- (6) Hard Pack: Soft Pack: X (check one)
- (7) Menthol: X Non-Menthol: Other: (check one)
- (8) Num Per Pack: 20
- (9) "Tar": 11.0 // Nicotine: 0.80 0.8 CO.: 0.0 N/A
- (10) Variety Units Sales: 163,260,600
- (11) Variety Dollar Sales: \$4,148,863
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- | | | |
|------|--|-----------|
| (13) | CAT-A-Expenses (Newspaper) : | \$0 |
| (14) | CAT-B-Expenses (Magazines) : | 0 |
| (15) | CAT-C-Expenses (Outdoor) : | 0 |
| (16) | CAT-D-Expenses (Audio Visual): | 0 |
| (17) | CAT-E-Expenses (Public Transport.) : | 0 |
| (18) | CAT-F-Expenses (Direct Mail) : | 0 |
| (19) | CAT-G-Expenses (Point of Sale): | 20,252 |
| (20) | CAT-H-Expenses (Promotional Allowances) : | 460,780 |
| (21) | CAT-I-Expenses (samples) : | 0 |
| (22) | CAT-J-Expenses (Items) : | 0 |
| (23) | CAT-K-Expenses (Public Entertainment) : | 0 |
| (24) | CAT-L-Expenses (Endorsement) : | 0 |
| (25) | CAT-M-Expenses (Retail Value & Coupon) : | 10,520 |
| (26) | CAT-N-Expenses (All Other) : | 0 |
| (27) | Total Reportable Expenditures For Variety: | \$491,552 |
| (28) | Sporting Events: | 0 |

(41) No

- (1) Year Covered: ~~1993~~ 1994
- (2) Brand Family Name: GENCO
- (3) Descriptions: 100 ,F ,SP ,GENERIC
- (4) Product Length: 100
- (5) Filter: X Non-Filter: _____ (check one)
- (6) Hard Pack: _____ Soft Pack: X (check one)
- (7) Menthol: _____ Non-Menthol: X Other: _____ (check one)
- (8) Num Per Pack: 20
- (9) "Tar": ~~16.0~~ 16 Nicotine: ~~1.00~~ 1.0 CO.: ~~0.0~~ N/A
- (10) Variety Units Sales: 565,383,340
- (11) Variety Dollar Sales: \$15,001,583
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- (13) CAT-A-Expenses (Newspaper) : _____ \$0
- (14) CAT-B-Expenses (Magazines) : _____ 0
- (15) CAT-C-Expenses (Outdoor) : _____ 0
- (16) CAT-D-Expenses (Audio Visual): _____ 0
- (17) CAT-E-Expenses (Public Transport.) : _____ 0
- (18) CAT-F-Expenses (Direct Mail) : _____ 0
- (19) CAT-G-Expenses (Point of Sale): _____ 70,133
- (20) CAT-H-Expenses (Promotional Allowances) : _____ 1,595,713
- (21) CAT-I-Expenses (samples) : _____ 0
- (22) CAT-J-Expenses (Items) : _____ 0
- (23) CAT-K-Expenses (Public Entertainment) : _____ 0
- (24) CAT-L-Expenses (Endorsement) : _____ 0
- (25) CAT-M-Expenses (Retail Value & Coupon) : _____ 36,430
- (26) CAT-N-Expenses (All Other) : _____ 0
- (27) Total Reportable Expenditures For Variety: _____ \$1,702,276
- (28) Sporting Events: _____ 0

(41) No

- (1) Year Covered: ~~1993~~ 1994
- (2) Brand Family Name: GENCO
- (3) Descriptions: 100 ,F ,SP ,LT ,MEN ,GENERIC
- (4) Product Length: 100
- (5) Filter: X Non-Filter: _____ (check one)
- (6) Hard Pack: _____ Soft Pack: X (check one)
- (7) Menthol: X Non-Menthol: _____ Other: _____ (check one)
- (8) Num Per Pack: 20
- (9) "Tar": ~~11.0~~ 11 Nicotine: ~~0.80~~ 0.8 CO.: ~~0.0~~ N/A
- (10) Variety Units Sales: 260,539,800
- (11) Variety Dollar Sales: \$6,867,656
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- (13) CAT-A-Expenses (Newspaper) : _____ \$0
- (14) CAT-B-Expenses (Magazines) : _____ 0
- (15) CAT-C-Expenses (Outdoor) : _____ 0
- (16) CAT-D-Expenses (Audio Visual): _____ 0
- (17) CAT-E-Expenses (Public Transport.) : _____ 0
- (18) CAT-F-Expenses (Direct Mail) : _____ 0
- (19) CAT-G-Expenses (Point of Sale): _____ 32,319
- (20) CAT-H-Expenses (Promotional Allowances) : _____ 735,336
- (21) CAT-I-Expenses (samples) : _____ 0
- (22) CAT-J-Expenses (Items) : _____ 0
- (23) CAT-K-Expenses (Public Entertainment) : _____ 0
- (24) CAT-L-Expenses (Endorsement) : _____ 0
- (25) CAT-M-Expenses (Retail Value & Coupon) : _____ 16,788
- (26) CAT-N-Expenses (All Other) : _____ 0
- (27) Total Reportable Expenditures For Variety: _____ \$784,443
- (28) Sporting Events: _____ 0

(41) No

- (1) Year Covered: ~~1993~~ 1994
- (2) Brand Family Name: GENCO
- (3) Descriptions: King ,F ,SP ,ULTRA-LT ,GENERIC
- (4) Product Length: 84
- (5) Filter: X Non-Filter: _____ (check one)
- (6) Hard Pack: _____ Soft Pack: X (check one)
- (7) Menthol: _____ Non-Menthol: X Other: _____ (check one)
- (8) Num Per Pack: 20
- (9) "Tar": ~~6.0~~ 6 Nicotine: ~~0.50~~ 0.5 CO.: ~~0.0~~ N/A
- (10) Variety Units Sales: 205,258,440
- (11) Variety Dollar Sales: \$5,249,079
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- (13) CAT-A-Expenses (Newspaper) : _____ \$0
- (14) CAT-B-Expenses (Magazines) : _____ 0
- (15) CAT-C-Expenses (Outdoor) : _____ 0
- (16) CAT-D-Expenses (Audio Visual): _____ 0
- (17) CAT-E-Expenses (Public Transport.) : _____ 0
- (18) CAT-F-Expenses (Direct Mail) : _____ 0
- (19) CAT-G-Expenses (Point of Sale): _____ 25,461
- (20) CAT-H-Expenses (Promotional Allowances) : _____ 579,313
- (21) CAT-I-Expenses (samples) : _____ 0
- (22) CAT-J-Expenses (Items) : _____ 0
- (23) CAT-K-Expenses (Public Entertainment) : _____ 0
- (24) CAT-L-Expenses (Endorsement) : _____ 0
- (25) CAT-M-Expenses (Retail Value & Coupon) : _____ 13,226
- (26) CAT-N-Expenses (All Other) : _____ 0
- (27) Total Reportable Expenditures For Variety: _____ \$618,000
- (28) Sporting Events: _____ 0

(41) No

- (1) Year Covered: ~~1993~~ 1994
- (2) Brand Family Name: GENCO
- (3) Descriptions: 100 ,F ,SP ,ULTRA-LT ,GENERIC
- (4) Product Length: 100
- (5) Filter: X Non-Filter: _____ (check one)
- (6) Hard Pack: _____ Soft Pack: X (check one)
- (7) Menthol: _____ Non-Menthol: X Other: _____ (check one)
- (8) Num Per Pack: 20
- (9) "Tar": ~~6.0~~ 6 Nicotine: ~~0.50~~ 0.5 CO.: ~~0.0~~ N/A
- (10) Variety Units Sales: 362,097,000
- (11) Variety Dollar Sales: \$9,601,136
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- (13) CAT-A-Expenses (Newspaper) : _____ \$0
- (14) CAT-B-Expenses (Magazines) : _____ 0
- (15) CAT-C-Expenses (Outdoor) : _____ 0
- (16) CAT-D-Expenses (Audio Visual): _____ 0
- (17) CAT-E-Expenses (Public Transport.) : _____ 0
- (18) CAT-F-Expenses (Direct Mail) : _____ 0
- (19) CAT-G-Expenses (Point of Sale): _____ 44,916
- (20) CAT-H-Expenses (Promotional Allowances) : _____ 1,021,967
- (21) CAT-I-Expenses (samples) : _____ 0
- (22) CAT-J-Expenses (Items) : _____ 0
- (23) CAT-K-Expenses (Public Entertainment) : _____ 0
- (24) CAT-L-Expenses (Endorsement) : _____ 0
- (25) CAT-M-Expenses (Retail Value & Coupon) : _____ 23,332
- (26) CAT-N-Expenses (All Other) : _____ 0
- (27) Total Reportable Expenditures For Variety: _____ \$1,090,215
- (28) Sporting Events: _____ 0

(41) No

- (1) Year Covered: ~~1993~~ 1994
- (2) Brand Family Name: GPA
- (3) Descriptions: King ,F ,SP ,FULL-FLA ,MEN ,GENERIC
- (4) Product Length: 84
- (5) Filter: X Non-Filter: _____ (check one)
- (6) Hard Pack: _____ Soft Pack: X (check one)
- (7) Menthol: X Non-Menthol: _____ Other: _____ (check one)
- (8) Num Per Pack: 20
- (9) "Tar": ~~16.0~~ 16 Nicotine: ~~1.00~~ 1.0 CO.: ~~0.0~~ N/A
- (10) Variety Units Sales: 109,083,000
- (11) Variety Dollar Sales: \$2,822,557
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- (13) CAT-A-Expenses (Newspaper) : _____ \$0
- (14) CAT-B-Expenses (Magazines) : _____ 0
- (15) CAT-C-Expenses (Outdoor) : _____ 0
- (16) CAT-D-Expenses (Audio Visual): _____ 0
- (17) CAT-E-Expenses (Public Transport.) : _____ 0
- (18) CAT-F-Expenses (Direct Mail) : _____ 0
- (19) CAT-G-Expenses (Point of Sale): _____ 13,531
- (20) CAT-H-Expenses (Promotional Allowances) : _____ 307,871
- (21) CAT-I-Expenses (samples) : _____ 0
- (22) CAT-J-Expenses (Items) : _____ 0
- (23) CAT-K-Expenses (Public Entertainment) : _____ 0
- (24) CAT-L-Expenses (Endorsement) : _____ 0
- (25) CAT-M-Expenses (Retail Value & Coupon) : _____ 7,029
- (26) CAT-N-Expenses (All Other) : _____ 0
- (27) Total Reportable Expenditures For Variety: _____ \$328,431
- (28) Sporting Events: _____ 0

(41) No

- (1) Year Covered: ~~1993~~ 1994
- (2) Brand Family Name: GPA
- (3) Descriptions: 100 ,F ,SP ,FULL-FLA ,MEN ,GENERIC
- (4) Product Length: 100
- (5) Filter: X Non-Filter: (check one)
- (6) Hard Pack: Soft Pack: X (check one)
- (7) Menthol: X Non-Menthol: Other: (check one)
- (8) Num Per Pack: 20
- (9) "Tar": ~~16.0~~ 16 Nicotine: ~~1.00~~ 1.0 CO.: ~~0.0~~ N/A
- (10) Variety Units Sales: 137,183,200
- (11) Variety Dollar Sales: \$3,667,674
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- (13) CAT-A-Expenses (Newspaper) : \$0
- (14) CAT-B-Expenses (Magazines) : 0
- (15) CAT-C-Expenses (Outdoor) : 0
- (16) CAT-D-Expenses (Audio Visual): 0
- (17) CAT-E-Expenses (Public Transport.) : 0
- (18) CAT-F-Expenses (Direct Mail) : 0
- (19) CAT-G-Expenses (Point of Sale): 17,017
- (20) CAT-H-Expenses (Promotional Allowances) : 387,180
- (21) CAT-I-Expenses (samples) : 0
- (22) CAT-J-Expenses (Items) : 0
- (23) CAT-K-Expenses (Public Entertainment) : 0
- (24) CAT-L-Expenses (Endorsement) : 0
- (25) CAT-M-Expenses (Retail Value & Coupon) : 8,839
- (26) CAT-N-Expenses (All Other) : 0
- (27) Total Reportable Expenditures For Variety: \$413,036
- (28) Sporting Events: 0

(41) No

- (1) Year Covered: ~~1993~~ 1994
- (2) Brand Family Name: GPA
- (3) Descriptions: King ,NF ,SP ,GENERIC
- (4) Product Length: 84
- (5) Filter: Non-Filter: X (check one)
- (6) Hard Pack: Soft Pack: X (check one)
- (7) Menthol: Non-Menthol: X Other: (check one)
- (8) Num Per Pack: 20
- (9) "Tar": ~~23.0~~ 24 Nicotine: ~~1.60~~ 1.6 CO.: ~~0.0~~ N/A
- (10) Variety Units Sales: 79,228,200
- (11) Variety Dollar Sales: \$2,112,296
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- (13) CAT-A-Expenses (Newspaper) : \$0
- (14) CAT-B-Expenses (Magazines) : 0
- (15) CAT-C-Expenses (Outdoor) : 0
- (16) CAT-D-Expenses (Audio Visual): 0
- (17) CAT-E-Expenses (Public Transport.) : 0
- (18) CAT-F-Expenses (Direct Mail) : 0
- (19) CAT-G-Expenses (Point of Sale): 9,828
- (20) CAT-H-Expenses (Promotional Allowances) : 223,610
- (21) CAT-I-Expenses (samples) : 0
- (22) CAT-J-Expenses (Items) : 0
- (23) CAT-K-Expenses (Public Entertainment) : 0
- (24) CAT-L-Expenses (Endorsement) : 0
- (25) CAT-M-Expenses (Retail Value & Coupon) : 5,105
- (26) CAT-N-Expenses (All Other) : 0
- (27) Total Reportable Expenditures For Variety: \$238,543
- (28) Sporting Events: 0

(41) No

- (1) Year Covered: ~~1993~~ 1994
- (2) Brand Family Name: GPA
- (3) Descriptions: King ,F ,SP ,GENERIC
- (4) Product Length: 84
- (5) Filter: X Non-Filter: _____ (check one)
- (6) Hard Pack: _____ Soft Pack: X (check one)
- (7) Menthol: _____ Non-Menthol: X Other: _____ (check one)
- (8) Num Per Pack: 20
- (9) "Tar": ~~16.0~~ 16 Nicotine: ~~1.00~~ 1.0 CO.: ~~0.0~~ N/A
- (10) Variety Units Sales: 370,176,000
- (11) Variety Dollar Sales: \$9,511,089
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- (13) CAT-A-Expenses (Newspaper) : _____ \$0
- (14) CAT-B-Expenses (Magazines) : _____ 0
- (15) CAT-C-Expenses (Outdoor) : _____ 0
- (16) CAT-D-Expenses (Audio Visual): _____ 0
- (17) CAT-E-Expenses (Public Transport.) : _____ 0
- (18) CAT-F-Expenses (Direct Mail) : _____ 0
- (19) CAT-G-Expenses (Point of Sale): _____ 45,918
- (20) CAT-H-Expenses (Promotional Allowances) : _____ 1,044,769
- (21) CAT-I-Expenses (samples) : _____ 0
- (22) CAT-J-Expenses (Items) : _____ 0
- (23) CAT-K-Expenses (Public Entertainment) : _____ 0
- (24) CAT-L-Expenses (Endorsement) : _____ 0
- (25) CAT-M-Expenses (Retail Value & Coupon) : _____ 23,852
- (26) CAT-N-Expenses (All Other) : _____ 0
- (27) Total Reportable Expenditures For Variety: _____ \$1,114,539
- (28) Sporting Events: _____ 0

(41) No

9300603146

- (1) Year Covered: ~~1993~~ 1994
- (2) Brand Family Name: GPA
- (3) Descriptions: 100 ,F,SP,GENERIC
- (4) Product Length: 100
- (5) Filter: X Non-Filter: _____ (check one)
- (6) Hard Pack: _____ Soft Pack: X (check one)
- (7) Menthol: _____ Non-Menthol: X Other: _____ (check one)
- (8) Num Per Pack: 20
- (9) "Tar": ~~16.0~~ 16 Nicotine: ~~1.00~~ 1.0 CO.: ~~0.0~~ N/A
- (10) Variety Units Sales: 403,509,380
- (11) Variety Dollar Sales: \$10,744,380
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- (13) CAT-A-Expenses (Newspaper) : _____ \$0
- (14) CAT-B-Expenses (Magazines) : _____ 0
- (15) CAT-C-Expenses (Outdoor) : _____ 0
- (16) CAT-D-Expenses (Audio Visual): _____ 0
- (17) CAT-E-Expenses (Public Transport.) : _____ 0
- (18) CAT-F-Expenses (Direct Mail) : _____ 0
- (19) CAT-G-Expenses (Point of Sale): _____ 50,053
- (20) CAT-H-Expenses (Promotional Allowances) : _____ 1,138,847
- (21) CAT-I-Expenses (samples) : _____ 0
- (22) CAT-J-Expenses (Items) : _____ 0
- (23) CAT-K-Expenses (Public Entertainment) : _____ 0
- (24) CAT-L-Expenses (Endorsement) : _____ 0
- (25) CAT-M-Expenses (Retail Value & Coupon) : _____ 26,000
- (26) CAT-N-Expenses (All Other) : _____ 0
- (27) Total Reportable Expenditures For Variety: _____ \$1,214,900
- (28) Sporting Events: _____ 0

(41) No

9300603141

- (1) Year Covered: 1993 1994 9300603141
- (2) Brand Family Name: GPA
- (3) Descriptions: King ,F ,SP ,LT ,GENERIC
- (4) Product Length: 84
- (5) Filter: X Non-Filter: (check one)
- (6) Hard Pack: Soft Pack: X (check one)
- (7) Menthol: Non-Menthol: X Other: (check one)
- (8) Num Per Pack: 20
- (9) "Tar": 11.0 // Nicotine: 0.8 CO.: 0.0 N/A
- (10) Variety Units Sales: 185,233,200
- (11) Variety Dollar Sales: \$4,727,619
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- | | | |
|------|--|-----------|
| (13) | CAT-A-Expenses (Newspaper) : | \$0 |
| (14) | CAT-B-Expenses (Magazines) : | 0 |
| (15) | CAT-C-Expenses (Outdoor) : | 0 |
| (16) | CAT-D-Expenses (Audio Visual): | 0 |
| (17) | CAT-E-Expenses (Public Transport.) : | 0 |
| (18) | CAT-F-Expenses (Direct Mail) : | 0 |
| (19) | CAT-G-Expenses (Point of Sale): | 22,977 |
| (20) | CAT-H-Expenses (Promotional Allowances) : | 522,794 |
| (21) | CAT-I-Expenses (samples) : | 0 |
| (22) | CAT-J-Expenses (Items) : | 0 |
| (23) | CAT-K-Expenses (Public Entertainment) : | 0 |
| (24) | CAT-L-Expenses (Endorsement) : | 0 |
| (25) | CAT-M-Expenses (Retail Value & Coupon) : | 11,935 |
| (26) | CAT-N-Expenses (All Other) : | 0 |
| (27) | Total Reportable Expenditures For Variety: | \$557,706 |
| (28) | Sporting Events: | 0 |

(41) No

9300603143

- (1) Year Covered: 1993 1994
- (2) Brand Family Name: GPA
- (3) Descriptions: King ,F ,SP ,LT ,MEN ,GENERIC
- (4) Product Length: 84
- (5) Filter: X Non-Filter: _____ (check one)
- (6) Hard Pack: _____ Soft Pack: X (check one)
- (7) Menthol: X Non-Menthol: _____ Other: _____ (check one)
- (8) Num Per Pack: 20
- (9) "Tar": 11.0 // Nicotine: 0.80 0.8 CO.: 0.0 N/A
- (10) Variety Units Sales: 90,150,800
- (11) Variety Dollar Sales: \$2,306,790
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- (13) CAT-A-Expenses (Newspaper) : _____ \$0
- (14) CAT-B-Expenses (Magazines) : _____ 0
- (15) CAT-C-Expenses (Outdoor) : _____ 0
- (16) CAT-D-Expenses (Audio Visual): _____ 0
- (17) CAT-E-Expenses (Public Transport.) : _____ 0
- (18) CAT-F-Expenses (Direct Mail) : _____ 0
- (19) CAT-G-Expenses (Point of Sale): _____ 11,183
- (20) CAT-H-Expenses (Promotional Allowances) : _____ 254,438
- (21) CAT-I-Expenses (samples) : _____ 0
- (22) CAT-J-Expenses (Items) : _____ 0
- (23) CAT-K-Expenses (Public Entertainment) : _____ 0
- (24) CAT-L-Expenses (Endorsement) : _____ 0
- (25) CAT-M-Expenses (Retail Value & Coupon) : _____ 5,809
- (26) CAT-N-Expenses (All Other) : _____ 0
- (27) Total Reportable Expenditures For Variety: _____ \$271,430
- (28) Sporting Events: _____ 0

(41) No

9300603142

- (1) Year Covered: ~~1993~~ 1994
- (2) Brand Family Name: GPA
- (3) Descriptions: 100 ,F ,SP ,LT ,GENERIC
- (4) Product Length: 100
- (5) Filter: X Non-Filter: _____ (check one)
- (6) Hard Pack: _____ Soft Pack: X (check one)
- (7) Menthol: _____ Non-Menthol: X Other: _____ (check one)
- (8) Num Per Pack: 20
- (9) "Tar": ~~11.0~~ 11 Nicotine: ~~0.80~~ 0.8 CO.: ~~0.0~~ N/A
- (10) Variety Units Sales: 245,519,800
- (11) Variety Dollar Sales: \$6,505,432
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- (13) CAT-A-Expenses (Newspaper) : \$0
- (14) CAT-B-Expenses (Magazines) : 0
- (15) CAT-C-Expenses (Outdoor) : 0
- (16) CAT-D-Expenses (Audio Visual): 0
- (17) CAT-E-Expenses (Public Transport.) : 0
- (18) CAT-F-Expenses (Direct Mail) : 0
- (19) CAT-G-Expenses (Point of Sale): 30,455
- (20) CAT-H-Expenses (Promotional Allowances) : 692,944
- (21) CAT-I-Expenses (samples) : 0
- (22) CAT-J-Expenses (Items) : 0
- (23) CAT-K-Expenses (Public Entertainment) : 0
- (24) CAT-L-Expenses (Endorsement) : 0
- (25) CAT-M-Expenses (Retail Value & Coupon) : 15,820
- (26) CAT-N-Expenses (All Other) : 0
- (27) Total Reportable Expenditures For Variety: \$739,219
- (28) Sporting Events: 0

(41) No

- (1) Year Covered: ~~1993~~ 1994
- (2) Brand Family Name: GPA
- (3) Descriptions: 100 ,F ,SP ,LT ,MEN ,GENERIC
- (4) Product Length: 100
- (5) Filter: X Non-Filter: _____ (check one)
- (6) Hard Pack: _____ Soft Pack: X (check one)
- (7) Menthol: X Non-Menthol: _____ Other: _____ (check one)
- (8) Num Per Pack: 20
- (9) "Tar": ~~11.0~~ // Nicotine: ~~0.80~~ 0.8 CO.: ~~0.0~~ N/A
- (10) Variety Units Sales: 163,604,600
- (11) Variety Dollar Sales: \$4,352,656
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- (13) CAT-A-Expenses (Newspaper) : \$0
- (14) CAT-B-Expenses (Magazines) : 0
- (15) CAT-C-Expenses (Outdoor) : 0
- (16) CAT-D-Expenses (Audio Visual): 0
- (17) CAT-E-Expenses (Public Transport.) : 0
- (18) CAT-F-Expenses (Direct Mail) : 0
- (19) CAT-G-Expenses (Point of Sale): 20,294
- (20) CAT-H-Expenses (Promotional Allowances) : 461,751
- (21) CAT-I-Expenses (samples) : 0
- (22) CAT-J-Expenses (Items) : 0
- (23) CAT-K-Expenses (Public Entertainment) : 0
- (24) CAT-L-Expenses (Endorsement) : 0
- (25) CAT-M-Expenses (Retail Value & Coupon) : 10,542
- (26) CAT-N-Expenses (All Other) : 0
- (27) Total Reportable Expenditures For Variety: \$492,587
- (28) Sporting Events: 0

(41) No

- (1) Year Covered: ~~1993~~ 1994
- (2) Brand Family Name: GPA
- (3) Descriptions: King, F, SP, ULTRA-LT, GENERIC
- (4) Product Length: 84
- (5) Filter: X Non-Filter: _____ (check one)
- (6) Hard Pack: _____ Soft Pack: X (check one)
- (7) Menthol: _____ Non-Menthol: X Other: _____ (check one)
- (8) Num Per Pack: 20
- (9) "Tar": ~~6.0~~ 6 Nicotine: ~~0.50~~ 0.5 CO.: ~~0.0~~ N/A
- (10) Variety Units Sales: 96,184,800
- (11) Variety Dollar Sales: \$2,461,243
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- (13) CAT-A-Expenses (Newspaper) : _____ \$0
- (14) CAT-B-Expenses (Magazines) : _____ 0
- (15) CAT-C-Expenses (Outdoor) : _____ 0
- (16) CAT-D-Expenses (Audio Visual): _____ 0
- (17) CAT-E-Expenses (Public Transport.) : _____ 0
- (18) CAT-F-Expenses (Direct Mail) : _____ 0
- (19) CAT-G-Expenses (Point of Sale): _____ 11,931
- (20) CAT-H-Expenses (Promotional Allowances) : _____ 271,468
- (21) CAT-I-Expenses (samples) : _____ 0
- (22) CAT-J-Expenses (Items) : _____ 0
- (23) CAT-K-Expenses (Public Entertainment) : _____ 0
- (24) CAT-L-Expenses (Endorsement) : _____ 0
- (25) CAT-M-Expenses (Retail Value & Coupon) : _____ 6,198
- (26) CAT-N-Expenses (All Other) : _____ 0
- (27) Total Reportable Expenditures For Variety: _____ \$289,597
- (28) Sporting Events: _____ 0

(41) No

- (1) Year Covered: ~~1993~~ 1994 9300603148
- (2) Brand Family Name: GPA
- (3) Descriptions: 100 ,F ,SP ,ULTRA-LT ,GENERIC
- (4) Product Length: 100
- (5) Filter: X Non-Filter: _____ (check one)
- (6) Hard Pack: _____ Soft Pack: X (check one)
- (7) Menthol: _____ Non-Menthol: X Other: _____ (check one)
- (8) Num Per Pack: 20
- (9) "Tar": ~~6.0~~ 6 Nicotine: ~~0.50~~ 0.5 CO.: ~~0.0~~ N/A
- (10) Variety Units Sales: 219,925,000
- (11) Variety Dollar Sales: \$5,854,110
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- | | | |
|------|--|-----------|
| (13) | CAT-A-Expenses (Newspaper) : | \$0 |
| (14) | CAT-B-Expenses (Magazines) : | 0 |
| (15) | CAT-C-Expenses (Outdoor) : | 0 |
| (16) | CAT-D-Expenses (Audio Visual): | 0 |
| (17) | CAT-E-Expenses (Public Transport.) : | 0 |
| (18) | CAT-F-Expenses (Direct Mail) : | 0 |
| (19) | CAT-G-Expenses (Point of Sale): | 27,281 |
| (20) | CAT-H-Expenses (Promotional Allowances) : | 620,707 |
| (21) | CAT-I-Expenses (samples) : | 0 |
| (22) | CAT-J-Expenses (Items) : | 0 |
| (23) | CAT-K-Expenses (Public Entertainment) : | 0 |
| (24) | CAT-L-Expenses (Endorsement) : | 0 |
| (25) | CAT-M-Expenses (Retail Value & Coupon) : | 14,171 |
| (26) | CAT-N-Expenses (All Other) : | 0 |
| (27) | Total Reportable Expenditures For Variety: | \$662,159 |
| (28) | Sporting Events: | 0 |

(41) No

- (1) Year Covered: ~~1993~~ 1994 8424400568
- (2) Brand Family Name: GRIDLOCK
- (3) Descriptions: King ,NF ,SP ,GENERIC
- (4) Product Length: 84
- (5) Filter: Non-Filter: X (check one)
- (6) Hard Pack: Soft Pack: X (check one)
- (7) Menthol: Non-Menthol: X Other: (check one)
- (8) Num Per Pack: 20
- (9) "Tar": ~~23.0~~ 24 Nicotine: ~~1.60~~ 1.6 CO.: ~~0.0~~ N/A
- (10) Variety Units Sales: 22,848,200
- (11) Variety Dollar Sales: \$647,042
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- | | | |
|------|--|----------|
| (13) | CAT-A-Expenses (Newspaper) : | \$0 |
| (14) | CAT-B-Expenses (Magazines) : | 0 |
| (15) | CAT-C-Expenses (Outdoor) : | 0 |
| (16) | CAT-D-Expenses (Audio Visual): | 0 |
| (17) | CAT-E-Expenses (Public Transport.) : | 0 |
| (18) | CAT-F-Expenses (Direct Mail) : | 0 |
| (19) | CAT-G-Expenses (Point of Sale): | 2,834 |
| (20) | CAT-H-Expenses (Promotional Allowances) : | 64,486 |
| (21) | CAT-I-Expenses (samples) : | 0 |
| (22) | CAT-J-Expenses (Items) : | 0 |
| (23) | CAT-K-Expenses (Public Entertainment) : | 0 |
| (24) | CAT-L-Expenses (Endorsement) : | 0 |
| (25) | CAT-M-Expenses (Retail Value & Coupon) : | 1,472 |
| (26) | CAT-N-Expenses (All Other) : | 0 |
| (27) | Total Reportable Expenditures For Variety: | \$68,792 |
| (28) | Sporting Events: | 0 |

(41) No

- (1) Year Covered: ~~1993~~ 1994
- (2) Brand Family Name: GRIDLOCK
- (3) Descriptions: King ,F ,SP ,FULL-FLA ,GENERIC
- (4) Product Length: 84
- (5) Filter: X Non-Filter: (check one)
- (6) Hard Pack: Soft Pack: X (check one)
- (7) Menthol: Non-Menthol: X Other: (check one)
- (8) Num Per Pack: 20
- (9) "Tar": ~~16.0~~ 16 Nicotine: ~~1.00~~ 1.0 CO.: ~~0.0~~ N/A
- (10) Variety Units Sales: 34,116,000
- (11) Variety Dollar Sales: \$926,823
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- (13) CAT-A-Expenses (Newspaper) : \$0
- (14) CAT-B-Expenses (Magazines) : 0
- (15) CAT-C-Expenses (Outdoor) : 0
- (16) CAT-D-Expenses (Audio Visual): 0
- (17) CAT-E-Expenses (Public Transport.) : 0
- (18) CAT-F-Expenses (Direct Mail) : 0
- (19) CAT-G-Expenses (Point of Sale): 4,232
- (20) CAT-H-Expenses (Promotional Allowances) : 96,288
- (21) CAT-I-Expenses (samples) : 0
- (22) CAT-J-Expenses (Items) : 0
- (23) CAT-K-Expenses (Public Entertainment) : 0
- (24) CAT-L-Expenses (Endorsement) : 0
- (25) CAT-M-Expenses (Retail Value & Coupon) : 2,198
- (26) CAT-N-Expenses (All Other) : 0
- (27) Total Reportable Expenditures For Variety: \$102,718
- (28) Sporting Events: 0
- (41) No

Cigarette Report Form

8424435098

- ## Reportable Expenditures

- (41) No

- (1) Year Covered: ~~1993~~ 1994
- (2) Brand Family Name: GRIDLOCK
- (3) Descriptions: 100 ,F ,SP ,ULTRA-LT ,GENERIC
- (4) Product Length: 100
- (5) Filter: X Non-Filter: (check one)
- (6) Hard Pack: Soft Pack: X (check one)
- (7) Menthol: Non-Menthol: X Other: (check one)
- (8) Num Per Pack: 20
- (9) "Tar": ~~6.0~~ 6 Nicotine: ~~0.50~~ 0.5 CO.: ~~0.0~~ N/A
- (10) Variety Units Sales: 31,320,000
- (11) Variety Dollar Sales: \$885,395
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- (13) CAT-A-Expenses (Newspaper) : \$0
- (14) CAT-B-Expenses (Magazines) : 0
- (15) CAT-C-Expenses (Outdoor) : 0
- (16) CAT-D-Expenses (Audio Visual): 0
- (17) CAT-E-Expenses (Public Transport.) : 0
- (18) CAT-F-Expenses (Direct Mail) : 0
- (19) CAT-G-Expenses (Point of Sale): 3,885
- (20) CAT-H-Expenses (Promotional Allowances) : 88,396
- (21) CAT-I-Expenses (samples) : 0
- (22) CAT-J-Expenses (Items) : 0
- (23) CAT-K-Expenses (Public Entertainment) : 0
- (24) CAT-L-Expenses (Endorsement) : 0
- (25) CAT-M-Expenses (Retail Value & Coupon) : 2,018
- (26) CAT-N-Expenses (All Other) : 0
- (27) Total Reportable Expenditures For Variety: \$94,299
- (28) Sporting Events: 0

(41) No

- (1) Year Covered: ~~1993~~ 1994
- (2) Brand Family Name: GRIDLOCK
- (3) Descriptions: 100 ,F ,SP ,FULL-FLA ,GENERIC
- (4) Product Length: 100
- (5) Filter: X Non-Filter: _____ (check one)
- (6) Hard Pack: _____ Soft Pack: X (check one)
- (7) Menthol: _____ Non-Menthol: X Other: _____ (check one)
- (8) Num Per Pack: 20
- (9) "Tar": ~~16.0~~ 16 Nicotine: ~~1.00~~ 1.0 CO.: ~~0.0~~ N/A
- (10) Variety Units Sales: 48,552,000
- (11) Variety Dollar Sales: \$1,367,222
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- (13) CAT-A-Expenses (Newspaper) : _____ \$0
- (14) CAT-B-Expenses (Magazines) : _____ 0
- (15) CAT-C-Expenses (Outdoor) : _____ 0
- (16) CAT-D-Expenses (Audio Visual): _____ 0
- (17) CAT-E-Expenses (Public Transport.) : _____ 0
- (18) CAT-F-Expenses (Direct Mail) : _____ 0
- (19) CAT-G-Expenses (Point of Sale): _____ 6,023
- (20) CAT-H-Expenses (Promotional Allowances) : _____ 137,031
- (21) CAT-I-Expenses (samples) : _____ 0
- (22) CAT-J-Expenses (Items) : _____ 0
- (23) CAT-K-Expenses (Public Entertainment) : _____ 0
- (24) CAT-L-Expenses (Endorsement) : _____ 0
- (25) CAT-M-Expenses (Retail Value & Coupon) : _____ 3,128
- (26) CAT-N-Expenses (All Other) : _____ 0
- (27) Total Reportable Expenditures For Variety: _____ \$146,182
- (28) Sporting Events: _____ 0

(41) No

- (1) Year Covered: ~~1993~~ 1994
- (2) Brand Family Name: MONEY
- (3) Descriptions: King ,F ,SP ,LT ,MEN ,GENERIC
- (4) Product Length: 84
- (5) Filter: X Non-Filter: (check one)
- (6) Hard Pack: Soft Pack: X (check one)
- (7) Menthol: X Non-Menthol: Other: (check one)
- (8) Num Per Pack: 20
- (9) "Tar": 11.0 // Nicotine: 0.80 0.8 CO.: 0.0 N/A
- (10) Variety Units Sales: 19,368,000
- (11) Variety Dollar Sales: \$530,007
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- (13) CAT-A-Expenses (Newspaper) : \$0
- (14) CAT-B-Expenses (Magazines) : 0
- (15) CAT-C-Expenses (Outdoor) : 0
- (16) CAT-D-Expenses (Audio Visual): 0
- (17) CAT-E-Expenses (Public Transport.) : 0
- (18) CAT-F-Expenses (Direct Mail) : 0
- (19) CAT-G-Expenses (Point of Sale): 2,402
- (20) CAT-H-Expenses (Promotional Allowances) : 54,663
- (21) CAT-I-Expenses (samples) : 0
- (22) CAT-J-Expenses (Items) : 0
- (23) CAT-K-Expenses (Public Entertainment) : 0
- (24) CAT-L-Expenses (Endorsement) : 0
- (25) CAT-M-Expenses (Retail Value & Coupon) : 1,248
- (26) CAT-N-Expenses (All Other) : 0
- (27) Total Reportable Expenditures For Variety: \$58,313
- (28) Sporting Events: 0

(41) No

- ## Reportable Expenditures

- (41) No

- (1) Year Covered: 1993 1994 00100000719
- (2) Brand Family Name: NO FRILLS
- (3) Descriptions: King ,F ,SP ,LT ,MEN ,GENERIC
- (4) Product Length: 84
- (5) Filter: X Non-Filter: _____ (check one)
- (6) Hard Pack: _____ Soft Pack: X (check one)
- (7) Menthol: X Non-Menthol: _____ Other: _____ (check one)
- (8) Num Per Pack: 20
- (9) "Tar": 11.0 // Nicotine: 0.8 CO.: 0.0 N/A
- (10) Variety Units Sales: 7,734,000
- (11) Variety Dollar Sales: \$173,392
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- | | | |
|------|--|----------|
| (13) | CAT-A-Expenses (Newspaper) : | \$0 |
| (14) | CAT-B-Expenses (Magazines) : | 0 |
| (15) | CAT-C-Expenses (Outdoor) : | 0 |
| (16) | CAT-D-Expenses (Audio Visual): | 0 |
| (17) | CAT-E-Expenses (Public Transport.) : | 0 |
| (18) | CAT-F-Expenses (Direct Mail) : | 0 |
| (19) | CAT-G-Expenses (Point of Sale): | 959 |
| (20) | CAT-H-Expenses (Promotional Allowances) : | 21,828 |
| (21) | CAT-I-Expenses (samples) : | 0 |
| (22) | CAT-J-Expenses (Items) : | 0 |
| (23) | CAT-K-Expenses (Public Entertainment) : | 0 |
| (24) | CAT-L-Expenses (Endorsement) : | 0 |
| (25) | CAT-M-Expenses (Retail Value & Coupon) : | 498 |
| (26) | CAT-N-Expenses (All Other) : | 0 |
| (27) | Total Reportable Expenditures For Variety: | \$23,285 |
| (28) | Sporting Events: | 0 |

(41) No

- (1) Year Covered: ~~1993~~ 1994
- (2) Brand Family Name: NO FRILLS
- (3) Descriptions: 100 ,F ,SP ,LT ,GENERIC
- (4) Product Length: 100
- (5) Filter: X Non-Filter: _____ (check one)
- (6) Hard Pack: _____ Soft Pack: X (check one)
- (7) Menthol: _____ Non-Menthol: X Other: _____ (check one)
- (8) Num Per Pack: 20
- (9) "Tar": ~~11.0~~ // Nicotine: ~~0.80~~ 0.8 CO.: ~~0.0~~ N/A
- (10) Variety Units Sales: 11,108,000
- (11) Variety Dollar Sales: \$258,574
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- (13) CAT-A-Expenses (Newspaper) : _____ \$0
- (14) CAT-B-Expenses (Magazines) : _____ 0
- (15) CAT-C-Expenses (Outdoor) : _____ 0
- (16) CAT-D-Expenses (Audio Visual): _____ 0
- (17) CAT-E-Expenses (Public Transport.) : _____ 0
- (18) CAT-F-Expenses (Direct Mail) : _____ 0
- (19) CAT-G-Expenses (Point of Sale): _____ 1,378
- (20) CAT-H-Expenses (Promotional Allowances) : _____ 31,351
- (21) CAT-I-Expenses (samples) : _____ 0
- (22) CAT-J-Expenses (Items) : _____ 0
- (23) CAT-K-Expenses (Public Entertainment) : _____ 0
- (24) CAT-L-Expenses (Endorsement) : _____ 0
- (25) CAT-M-Expenses (Retail Value & Coupon) : _____ 716
- (26) CAT-N-Expenses (All Other) : _____ 0
- (27) Total Reportable Expenditures For Variety: _____ \$33,445
- (28) Sporting Events: _____ 0

(41) No

- (1) Year Covered: ~~1993~~ 1994
- (2) Brand Family Name: NO FRILLS
- (3) Descriptions: 100 ,F ,SP ,ULTRA-LT ,GENERIC
- (4) Product Length: 100
- (5) Filter: X Non-Filter: (check one)
- (6) Hard Pack: Soft Pack: X (check one)
- (7) Menthol: Non-Menthol: X Other: (check one)
- (8) Num Per Pack: 20
- (9) "Tar": ~~6.0~~ 6 Nicotine: ~~0.50~~ 0.5 CO.: ~~0.0~~ N/A
- (10) Variety Units Sales: 10,722,000
- (11) Variety Dollar Sales: \$247,851
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- (13) CAT-A-Expenses (Newspaper) : \$0
- (14) CAT-B-Expenses (Magazines) : 0
- (15) CAT-C-Expenses (Outdoor) : 0
- (16) CAT-D-Expenses (Audio Visual): 0
- (17) CAT-E-Expenses (Public Transport.) : 0
- (18) CAT-F-Expenses (Direct Mail) : 0
- (19) CAT-G-Expenses (Point of Sale): 1,330
- (20) CAT-H-Expenses (Promotional Allowances) : 30,261
- (21) CAT-I-Expenses (samples) : 0
- (22) CAT-J-Expenses (Items) : 0
- (23) CAT-K-Expenses (Public Entertainment) : 0
- (24) CAT-L-Expenses (Endorsement) : 0
- (25) CAT-M-Expenses (Retail Value & Coupon) : 691
- (26) CAT-N-Expenses (All Other) : 0
- (27) Total Reportable Expenditures For Variety: \$32,282
- (28) Sporting Events: 0

(41) No

- (1) Year Covered: ~~1993~~ 1994
- (2) Brand Family Name: NO FRILLS
- (3) Descriptions: 100 ,F ,SP ,FULL-FLA ,GENERIC
- (4) Product Length: 100
- (5) Filter: X Non-Filter: _____ (check one)
- (6) Hard Pack: _____ Soft Pack: X (check one)
- (7) Menthol: _____ Non-Menthol: X Other: _____ (check one)
- (8) Num Per Pack: 20
- (9) "Tar": ~~16.0~~ 16 Nicotine: ~~1.00~~ 1.0 CO.: ~~0.0~~ N/A
- (10) Variety Units Sales: 7,768,200
- (11) Variety Dollar Sales: \$181,102
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- (13) CAT-A-Expenses (Newspaper) : _____ \$0
- (14) CAT-B-Expenses (Magazines) : _____ 0
- (15) CAT-C-Expenses (Outdoor) : _____ 0
- (16) CAT-D-Expenses (Audio Visual): _____ 0
- (17) CAT-E-Expenses (Public Transport.) : _____ 0
- (18) CAT-F-Expenses (Direct Mail) : _____ 0
- (19) CAT-G-Expenses (Point of Sale): _____ 964
- (20) CAT-H-Expenses (Promotional Allowances) : _____ 21,925
- (21) CAT-I-Expenses (samples) : _____ 0
- (22) CAT-J-Expenses (Items) : _____ 0
- (23) CAT-K-Expenses (Public Entertainment) : _____ 0
- (24) CAT-L-Expenses (Endorsement) : _____ 0
- (25) CAT-M-Expenses (Retail Value & Coupon) : _____ 501
- (26) CAT-N-Expenses (All Other) : _____ 0
- (27) Total Reportable Expenditures For Variety: _____ \$23,390
- (28) Sporting Events: _____ 0

(41) No

4124011833

- (1) Year Covered: ~~1993~~ 1994
- (2) Brand Family Name: NO FRILLS
- (3) Descriptions: 100 ,F ,SP ,LT ,MEN ,GENERIC
- (4) Product Length: 100
- (5) Filter: X Non-Filter: (check one)
- (6) Hard Pack: Soft Pack: X (check one)
- (7) Menthol: X Non-Menthol: Other: (check one)
- (8) Num Per Pack: 20
- (9) "Tar": ~~11.0~~ // Nicotine: ~~0.80~~ 0.8 CO.: ~~0.0~~ N/A
- (10) Variety Units Sales: 2,852,800
- (11) Variety Dollar Sales: \$64,258
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- (13) CAT-A-Expenses (Newspaper) : \$0
- (14) CAT-B-Expenses (Magazines) : 0
- (15) CAT-C-Expenses (Outdoor) : 0
- (16) CAT-D-Expenses (Audio Visual): 0
- (17) CAT-E-Expenses (Public Transport.) : 0
- (18) CAT-F-Expenses (Direct Mail) : 0
- (19) CAT-G-Expenses (Point of Sale): 354
- (20) CAT-H-Expenses (Promotional Allowances) : 8,052
- (21) CAT-I-Expenses (samples) : 0
- (22) CAT-J-Expenses (Items) : 0
- (23) CAT-K-Expenses (Public Entertainment) : 0
- (24) CAT-L-Expenses (Endorsement) : 0
- (25) CAT-M-Expenses (Retail Value & Coupon) : 184
- (26) CAT-N-Expenses (All Other) : 0
- (27) Total Reportable Expenditures For Variety: \$8,590
- (28) Sporting Events: 0

(41) No

- (1) Year Covered: ~~1993~~ 1994
- (2) Brand Family Name: NO FRILLS
- (3) Descriptions: King ,F ,SP ,ULTRA-LT ,GENERIC
- (4) Product Length: 84
- (5) Filter: X Non-Filter: _____ (check one)
- (6) Hard Pack: _____ Soft Pack: X (check one)
- (7) Menthol: _____ Non-Menthol: X Other: _____ (check one)
- (8) Num Per Pack: 20
- (9) "Tar": ~~6.0~~ 6 Nicotine: ~~0.50~~ 0.5 CO.: ~~0.0~~ N/A
- (10) Variety Units Sales: 4,330,600
- (11) Variety Dollar Sales: \$94,854
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- (13) CAT-A-Expenses (Newspaper) : _____ \$0
- (14) CAT-B-Expenses (Magazines) : _____ 0
- (15) CAT-C-Expenses (Outdoor) : _____ 0
- (16) CAT-D-Expenses (Audio Visual): _____ 0
- (17) CAT-E-Expenses (Public Transport.) : _____ 0
- (18) CAT-F-Expenses (Direct Mail) : _____ 0
- (19) CAT-G-Expenses (Point of Sale): _____ 537
- (20) CAT-H-Expenses (Promotional Allowances) : _____ 12,222
- (21) CAT-I-Expenses (samples) : _____ 0
- (22) CAT-J-Expenses (Items) : _____ 0
- (23) CAT-K-Expenses (Public Entertainment) : _____ 0
- (24) CAT-L-Expenses (Endorsement) : _____ 0
- (25) CAT-M-Expenses (Retail Value & Coupon) : _____ 279
- (26) CAT-N-Expenses (All Other) : _____ 0
- (27) Total Reportable Expenditures For Variety: _____ \$13,038
- (28) Sporting Events: _____ 0

(41) No

Cigarette Report Form

4124011830

- ## Reportable Expenditures

- (41) No

- (1) Year Covered: ~~1993~~ 1994
- (2) Brand Family Name: PREMIUM BUY
- (3) Descriptions: King ,F ,SP ,FULL-FLA ,GENERIC
- (4) Product Length: 84
- (5) Filter: X Non-Filter: _____ (check one)
- (6) Hard Pack: _____ Soft Pack: X (check one)
- (7) Menthol: _____ Non-Menthol: X Other: _____ (check one)
- (8) Num Per Pack: 20
- (9) "Tar": ~~16.0~~ 16 Nicotine: ~~1.00~~ 1.0 CO.: ~~0.0~~ N/A
- (10) Variety Units Sales: 182,140,200
- (11) Variety Dollar Sales: \$4,475,819
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- (13) CAT-A-Expenses (Newspaper) : _____ \$0
- (14) CAT-B-Expenses (Magazines) : _____ 0
- (15) CAT-C-Expenses (Outdoor) : _____ 0
- (16) CAT-D-Expenses (Audio Visual): _____ 0
- (17) CAT-E-Expenses (Public Transport.) : _____ 0
- (18) CAT-F-Expenses (Direct Mail) : _____ 0
- (19) CAT-G-Expenses (Point of Sale): _____ 22,594
- (20) CAT-H-Expenses (Promotional Allowances) : _____ 514,065
- (21) CAT-I-Expenses (samples) : _____ 0
- (22) CAT-J-Expenses (Items) : _____ 0
- (23) CAT-K-Expenses (Public Entertainment) : _____ 0
- (24) CAT-L-Expenses (Endorsement) : _____ 0
- (25) CAT-M-Expenses (Retail Value & Coupon) : _____ 11,736
- (26) CAT-N-Expenses (All Other) : _____ 0
- (27) Total Reportable Expenditures For Variety: _____ \$548,395
- (28) Sporting Events: _____ 0

(41) No

- (1) Year Covered: ~~1993~~ 1994 04125
- (2) Brand Family Name: PREMIUM BUY
- (3) Descriptions: 100 ,F ,SP ,FULL-FLA ,GENERIC
- (4) Product Length: 100
- (5) Filter: X Non-Filter: (check one)
- (6) Hard Pack: Soft Pack: X (check one)
- (7) Menthol: Non-Menthol: X Other: (check one)
- (8) Num Per Pack: 20
- (9) "Tar": ~~16.0~~ 16 Nicotine: ~~1.00~~ 1.0 CO.: ~~0.0~~ N/A
- (10) Variety Units Sales: 221,356,200
- (11) Variety Dollar Sales: \$5,621,841
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- | | | |
|------|--|-----------|
| (13) | CAT-A-Expenses (Newspaper) : | \$0 |
| (14) | CAT-B-Expenses (Magazines) : | 0 |
| (15) | CAT-C-Expenses (Outdoor) : | 0 |
| (16) | CAT-D-Expenses (Audio Visual): | 0 |
| (17) | CAT-E-Expenses (Public Transport.) : | 0 |
| (18) | CAT-F-Expenses (Direct Mail) : | 0 |
| (19) | CAT-G-Expenses (Point of Sale): | 27,458 |
| (20) | CAT-H-Expenses (Promotional Allowances) : | 624,746 |
| (21) | CAT-I-Expenses (samples) : | 0 |
| (22) | CAT-J-Expenses (Items) : | 0 |
| (23) | CAT-K-Expenses (Public Entertainment) : | 0 |
| (24) | CAT-L-Expenses (Endorsement) : | 0 |
| (25) | CAT-M-Expenses (Retail Value & Coupon) : | 14,263 |
| (26) | CAT-N-Expenses (All Other) : | 0 |
| (27) | Total Reportable Expenditures For Variety: | \$666,467 |
| (28) | Sporting Events: | 0 |

(41) No

- (1) Year Covered: ~~1993~~ 1994
- (2) Brand Family Name: PREMIUM BUY
- (3) Descriptions: King ,F ,SP ,LT ,GENERIC
- (4) Product Length: 84
- (5) Filter: X Non-Filter: _____ (check one)
- (6) Hard Pack: _____ Soft Pack: X (check one)
- (7) Menthol: _____ Non-Menthol: X Other: _____ (check one)
- (8) Num Per Pack: 20
- (9) "Tar": ~~11.0~~ // Nicotine: ~~0.80~~ 0.8 CO.: ~~0.0~~ N/A
- (10) Variety Units Sales: 105,571,600
- (11) Variety Dollar Sales: \$2,619,207
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- (13) CAT-A-Expenses (Newspaper) : _____ \$0
- (14) CAT-B-Expenses (Magazines) : _____ 0
- (15) CAT-C-Expenses (Outdoor) : _____ 0
- (16) CAT-D-Expenses (Audio Visual): _____ 0
- (17) CAT-E-Expenses (Public Transport.) : _____ 0
- (18) CAT-F-Expenses (Direct Mail) : _____ 0
- (19) CAT-G-Expenses (Point of Sale): _____ 13,096
- (20) CAT-H-Expenses (Promotional Allowances) : _____ 297,961
- (21) CAT-I-Expenses (samples) : _____ 0
- (22) CAT-J-Expenses (Items) : _____ 0
- (23) CAT-K-Expenses (Public Entertainment) : _____ 0
- (24) CAT-L-Expenses (Endorsement) : _____ 0
- (25) CAT-M-Expenses (Retail Value & Coupon) : _____ 6,802
- (26) CAT-N-Expenses (All Other) : _____ 0
- (27) Total Reportable Expenditures For Variety: _____ \$317,859
- (28) Sporting Events: _____ 0

(41) No

- ## Reportable Expenditures

- (41) No

- (1) Year Covered: ~~1993~~ 1994
- (2) Brand Family Name: PREMIUM BUY
- (3) Descriptions: 100 ,F ,SP ,LT ,GENERIC
- (4) Product Length: 100
- (5) Filter: X Non-Filter: _____ (check one)
- (6) Hard Pack: _____ Soft Pack: X (check one)
- (7) Menthol: _____ Non-Menthol: X Other: _____ (check one)
- (8) Num Per Pack: 20
- (9) "Tar": ~~11.0~~ // Nicotine: ~~0.80~~ 0.8 CO.: ~~0.0~~ N/A
- (10) Variety Units Sales: 185,642,600
- (11) Variety Dollar Sales: \$4,806,513
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- (13) CAT-A-Expenses (Newspaper) : _____ \$0
- (14) CAT-B-Expenses (Magazines) : _____ 0
- (15) CAT-C-Expenses (Outdoor) : _____ 0
- (16) CAT-D-Expenses (Audio Visual): _____ 0
- (17) CAT-E-Expenses (Public Transport.) : _____ 0
- (18) CAT-F-Expenses (Direct Mail) : _____ 0
- (19) CAT-G-Expenses (Point of Sale): _____ 23,028
- (20) CAT-H-Expenses (Promotional Allowances) : _____ 523,950
- (21) CAT-I-Expenses (samples) : _____ 0
- (22) CAT-J-Expenses (Items) : _____ 0
- (23) CAT-K-Expenses (Public Entertainment) : _____ 0
- (24) CAT-L-Expenses (Endorsement) : _____ 0
- (25) CAT-M-Expenses (Retail Value & Coupon) : _____ 11,962
- (26) CAT-N-Expenses (All Other) : _____ 0
- (27) Total Reportable Expenditures For Variety: _____ \$558,940
- (28) Sporting Events: _____ 0

(41) No

- (1) Year Covered: ~~1993~~ 1994
- (2) Brand Family Name: PREMIUM BUY
- (3) Descriptions: 100 ,F ,SP ,LT ,MEN ,GENERIC
- (4) Product Length: 100
- (5) Filter: X Non-Filter: (check one)
- (6) Hard Pack: Soft Pack: X (check one)
- (7) Menthol: X Non-Menthol: Other: (check one)
- (8) Num Per Pack: 20
- (9) "Tar": ~~11.0~~ // Nicotine: ~~0.80~~ 0.8 CO.: ~~0.0~~ N/A
- (10) Variety Units Sales: 130,366,000
- (11) Variety Dollar Sales: \$3,339,749
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- (13) CAT-A-Expenses (Newspaper) : \$0
- (14) CAT-B-Expenses (Magazines) : 0
- (15) CAT-C-Expenses (Outdoor) : 0
- (16) CAT-D-Expenses (Audio Visual): 0
- (17) CAT-E-Expenses (Public Transport.) : 0
- (18) CAT-F-Expenses (Direct Mail) : 0
- (19) CAT-G-Expenses (Point of Sale): 16,171
- (20) CAT-H-Expenses (Promotional Allowances) : 367,939
- (21) CAT-I-Expenses (samples) : 0
- (22) CAT-J-Expenses (Items) : 0
- (23) CAT-K-Expenses (Public Entertainment) : 0
- (24) CAT-L-Expenses (Endorsement) : 0
- (25) CAT-M-Expenses (Retail Value & Coupon) : 8,400
- (26) CAT-N-Expenses (All Other) : 0
- (27) Total Reportable Expenditures For Variety: \$392,510
- (28) Sporting Events: 0

(41) No

- (1) Year Covered: ~~1993~~ 1994
- (2) Brand Family Name: PREMIUM BUY
- (3) Descriptions: King ,F ,SP ,ULTRA-LT ,GENERIC
- (4) Product Length: 84
- (5) Filter: X Non-Filter: _____ (check one)
- (6) Hard Pack: _____ Soft Pack: X (check one)
- (7) Menthol: _____ Non-Menthol: X Other: _____ (check one)
- (8) Num Per Pack: 20
- (9) "Tar": ~~8.0~~ 6 Nicotine: ~~0.50~~ 0.5 CO.: ~~0.0~~ N/A
- (10) Variety Units Sales: 66,148,200
- (11) Variety Dollar Sales: \$1,660,564
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- (13) CAT-A-Expenses (Newspaper) : _____ \$0
- (14) CAT-B-Expenses (Magazines) : _____ 0
- (15) CAT-C-Expenses (Outdoor) : _____ 0
- (16) CAT-D-Expenses (Audio Visual): _____ 0
- (17) CAT-E-Expenses (Public Transport.) : _____ 0
- (18) CAT-F-Expenses (Direct Mail) : _____ 0
- (19) CAT-G-Expenses (Point of Sale): _____ 8,205
- (20) CAT-H-Expenses (Promotional Allowances) : _____ 186,694
- (21) CAT-I-Expenses (samples) : _____ 0
- (22) CAT-J-Expenses (Items) : _____ 0
- (23) CAT-K-Expenses (Public Entertainment) : _____ 0
- (24) CAT-L-Expenses (Endorsement) : _____ 0
- (25) CAT-M-Expenses (Retail Value & Coupon) : _____ 4,262
- (26) CAT-N-Expenses (All Other) : _____ 0
- (27) Total Reportable Expenditures For Variety: _____ \$199,161
- (28) Sporting Events: _____ 0

(41) No

- ## Reportable Expenditures

- (41) No

- (1) Year Covered: ~~1993~~ 1994
- (2) Brand Family Name: PREMIUM BUY
- (3) Descriptions: King ,NF ,SP ,GENERIC
- (4) Product Length: 84
- (5) Filter: Non-Filter: X (check one)
- (6) Hard Pack: Soft Pack: X (check one)
- (7) Menthol: Non-Menthol: X Other: (check one)
- (8) Num Per Pack: 20
- (9) "Tar": ~~23.0~~ 24 Nicotine: ~~1.60~~ 1.6 CO.: ~~0.0~~ N/A
- (10) Variety Units Sales: 57,128,600
- (11) Variety Dollar Sales: \$1,533,820
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- (13) CAT-A-Expenses (Newspaper) : \$0
- (14) CAT-B-Expenses (Magazines) : 0
- (15) CAT-C-Expenses (Outdoor) : 0
- (16) CAT-D-Expenses (Audio Visual): 0
- (17) CAT-E-Expenses (Public Transport.) : 0
- (18) CAT-F-Expenses (Direct Mail) : 0
- (19) CAT-G-Expenses (Point of Sale): 7,087
- (20) CAT-H-Expenses (Promotional Allowances) : 161,237
- (21) CAT-I-Expenses (samples) : 0
- (22) CAT-J-Expenses (Items) : 0
- (23) CAT-K-Expenses (Public Entertainment) : 0
- (24) CAT-L-Expenses (Endorsement) : 0
- (25) CAT-M-Expenses (Retail Value & Coupon) : 3,681
- (26) CAT-N-Expenses (All Other) : 0
- (27) Total Reportable Expenditures For Variety: \$172,005
- (28) Sporting Events: 0

(41) No

1007600671

- (1) Year Covered: ~~1993~~ 1994
- (2) Brand Family Name: SHENANDOAH
- (3) Descriptions: King ,F ,SP ,GENERIC
- (4) Product Length: 84
- (5) Filter: Non-Filter: X (check one)
- (6) Hard Pack: Soft Pack: X (check one)
- (7) Menthol: Non-Menthol: X Other: (check one)
- (8) Num Per Pack: 20
- (9) "Tar": ~~23.0~~ 24 Nicotine: ~~1.60~~ 1.6 CO.: ~~0.0~~ N/A
- (10) Variety Units Sales: 1,140,000
- (11) Variety Dollar Sales: \$31,991
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- (13) CAT-A-Expenses (Newspaper) : \$0
- (14) CAT-B-Expenses (Magazines) : 0
- (15) CAT-C-Expenses (Outdoor) : 0
- (16) CAT-D-Expenses (Audio Visual): 0
- (17) CAT-E-Expenses (Public Transport.) : 0
- (18) CAT-F-Expenses (Direct Mail) : 0
- (19) CAT-G-Expenses (Point of Sale): 141
- (20) CAT-H-Expenses (Promotional Allowances) : 3,217
- (21) CAT-I-Expenses (samples) : 0
- (22) CAT-J-Expenses (Items) : 0
- (23) CAT-K-Expenses (Public Entertainment) : 0
- (24) CAT-L-Expenses (Endorsement) : 0
- (25) CAT-M-Expenses (Retail Value & Coupon) : 73
- (26) CAT-N-Expenses (All Other) : 0
- (27) Total Reportable Expenditures For Variety: \$3,431
- (28) Sporting Events: 0

(41) No

1007600672

- (1) Year Covered: ~~1993~~ 1994
- (2) Brand Family Name: SHENANDOAH
- (3) Descriptions: King ,F ,SP ,FULL-FLA ,GENERIC
- (4) Product Length: 84
- (5) Filter: X Non-Filter: _____ (check one)
- (6) Hard Pack: _____ Soft Pack: X (check one)
- (7) Menthol: _____ Non-Menthol: X Other: _____ (check one)
- (8) Num Per Pack: 20
- (9) "Tar": ~~16.0~~ 16 Nicotine: ~~1.00~~ 1.0 CO.: ~~0.0~~ N/A
- (10) Variety Units Sales: 2,700,000
- (11) Variety Dollar Sales: \$74,829
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- (13) CAT-A-Expenses (Newspaper) : _____ \$0
- (14) CAT-B-Expenses (Magazines) : _____ 0
- (15) CAT-C-Expenses (Outdoor) : _____ 0
- (16) CAT-D-Expenses (Audio Visual): _____ 0
- (17) CAT-E-Expenses (Public Transport.) : _____ 0
- (18) CAT-F-Expenses (Direct Mail) : _____ 0
- (19) CAT-G-Expenses (Point of Sale): _____ 335
- (20) CAT-H-Expenses (Promotional Allowances) : _____ 7,620
- (21) CAT-I-Expenses (samples) : _____ 0
- (22) CAT-J-Expenses (Items) : _____ 0
- (23) CAT-K-Expenses (Public Entertainment) : _____ 0
- (24) CAT-L-Expenses (Endorsement) : _____ 0
- (25) CAT-M-Expenses (Retail Value & Coupon) : _____ 174
- (26) CAT-N-Expenses (All Other) : _____ 0
- (27) Total Reportable Expenditures For Variety: _____ \$8,129
- (28) Sporting Events: _____ 0

(41) No

1007600673

- (1) Year Covered: ~~1993~~ 1994
- (2) Brand Family Name: SHENANDOAH
- (3) Descriptions: King ,F ,SP ,MEN ,GENERIC
- (4) Product Length: 84
- (5) Filter: X Non-Filter: _____ (check one)
- (6) Hard Pack: _____ Soft Pack: X (check one)
- (7) Menthol: X Non-Menthol: _____ Other: _____ (check one)
- (8) Num Per Pack: 20
- (9) "Tar": ~~16.0~~ 16 Nicotine: ~~1.00~~ 1.0 CO.: ~~0.0~~ N/A
- (10) Variety Units Sales: 1,176,000
- (11) Variety Dollar Sales: \$32,945
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- (13) CAT-A-Expenses (Newspaper) : \$0
- (14) CAT-B-Expenses (Magazines) : 0
- (15) CAT-C-Expenses (Outdoor) : 0
- (16) CAT-D-Expenses (Audio Visual): 0
- (17) CAT-E-Expenses (Public Transport.) : 0
- (18) CAT-F-Expenses (Direct Mail) : 0
- (19) CAT-G-Expenses (Point of Sale): 146
- (20) CAT-H-Expenses (Promotional Allowances) : 3,319
- (21) CAT-I-Expenses (samples) : 0
- (22) CAT-J-Expenses (Items) : 0
- (23) CAT-K-Expenses (Public Entertainment) : 0
- (24) CAT-L-Expenses (Endorsement) : 0
- (25) CAT-M-Expenses (Retail Value & Coupon) : 76
- (26) CAT-N-Expenses (All Other) : 0
- (27) Total Reportable Expenditures For Variety: \$3,541
- (28) Sporting Events: 0

(41) No

1007600674

- (1) Year Covered: 1993 1994 1007600674
- (2) Brand Family Name: SHENANDOAH
- (3) Descriptions: 100 ,F ,SP ,GENERIC
- (4) Product Length: 100
- (5) Filter: X Non-Filter: (check one)
- (6) Hard Pack: Soft Pack: X (check one)
- (7) Menthol: Non-Menthol: X Other: (check one)
- (8) Num Per Pack: 20
- (9) "Tar": 16.0 16 Nicotine: 1.00 1.0 CO.: 0.0 N/A
- (10) Variety Units Sales: 3,984,000
- (11) Variety Dollar Sales: \$112,416
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- | | | |
|------|--|----------|
| (13) | CAT-A-Expenses (Newspaper) : | \$0 |
| (14) | CAT-B-Expenses (Magazines) : | 0 |
| (15) | CAT-C-Expenses (Outdoor) : | 0 |
| (16) | CAT-D-Expenses (Audio Visual): | 0 |
| (17) | CAT-E-Expenses (Public Transport.) : | 0 |
| (18) | CAT-F-Expenses (Direct Mail) : | 0 |
| (19) | CAT-G-Expenses (Point of Sale): | 494 |
| (20) | CAT-H-Expenses (Promotional Allowances) : | 11,244 |
| (21) | CAT-I-Expenses (samples) : | 0 |
| (22) | CAT-J-Expenses (Items) : | 0 |
| (23) | CAT-K-Expenses (Public Entertainment) : | 0 |
| (24) | CAT-L-Expenses (Endorsement) : | 0 |
| (25) | CAT-M-Expenses (Retail Value & Coupon) : | 257 |
| (26) | CAT-N-Expenses (All Other) : | 0 |
| (27) | Total Reportable Expenditures For Variety: | \$11,995 |
| (28) | Sporting Events: | 0 |

(41) No

- (1) Year Covered: ~~1993~~ 1994 1007600675
- (2) Brand Family Name: SHENANDOAH
- (3) Descriptions: 100 ,F ,SP ,MEN ,GENERIC
- (4) Product Length: 100
- (5) Filter: X Non-Filter: _____ (check one)
- (6) Hard Pack: _____ Soft Pack: X (check one)
- (7) Menthol: X Non-Menthol: _____ Other: _____ (check one)
- (8) Num Per Pack: 20
- (9) "Tar": ~~16.0~~ 16 Nicotine: ~~1.00~~ 1.0 CO.: ~~0.0~~ N/A
- (10) Variety Units Sales: 1,632,000
- (11) Variety Dollar Sales: \$46,131
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- (13) CAT-A-Expenses (Newspaper) : _____ \$0
- (14) CAT-B-Expenses (Magazines) : _____ 0
- (15) CAT-C-Expenses (Outdoor) : _____ 0
- (16) CAT-D-Expenses (Audio Visual): _____ 0
- (17) CAT-E-Expenses (Public Transport.) : _____ 0
- (18) CAT-F-Expenses (Direct Mail) : _____ 0
- (19) CAT-G-Expenses (Point of Sale): _____ 202
- (20) CAT-H-Expenses (Promotional Allowances) : _____ 4,606
- (21) CAT-I-Expenses (samples) : _____ 0
- (22) CAT-J-Expenses (Items) : _____ 0
- (23) CAT-K-Expenses (Public Entertainment) : _____ 0
- (24) CAT-L-Expenses (Endorsement) : _____ 0
- (25) CAT-M-Expenses (Retail Value & Coupon) : _____ 105
- (26) CAT-N-Expenses (All Other) : _____ 0
- (27) Total Reportable Expenditures For Variety: _____ \$4,913
- (28) Sporting Events: _____ 0

(41) No

1007600676

- (1) Year Covered: ~~1993~~ 1994
- (2) Brand Family Name: SHENANDOAH
- (3) Descriptions: King ,F ,SP ,LT ,GENERIC
- (4) Product Length: 84
- (5) Filter: X Non-Filter: _____ (check one)
- (6) Hard Pack: _____ Soft Pack: X (check one)
- (7) Menthol: _____ Non-Menthol: X Other: _____ (check one)
- (8) Num Per Pack: 20
- (9) "Tar": ~~11.0~~ // Nicotine: ~~0.80~~ 0.8 CO.: ~~0.0~~ N/A
- (10) Variety Units Sales: 2,280,000
- (11) Variety Dollar Sales: \$62,723
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- (13) CAT-A-Expenses (Newspaper) : _____ \$0
- (14) CAT-B-Expenses (Magazines) : _____ 0
- (15) CAT-C-Expenses (Outdoor) : _____ 0
- (16) CAT-D-Expenses (Audio Visual): _____ 0
- (17) CAT-E-Expenses (Public Transport.) : _____ 0
- (18) CAT-F-Expenses (Direct Mail) : _____ 0
- (19) CAT-G-Expenses (Point of Sale): _____ 283
- (20) CAT-H-Expenses (Promotional Allowances) : _____ 6,435
- (21) CAT-I-Expenses (samples) : _____ 0
- (22) CAT-J-Expenses (Items) : _____ 0
- (23) CAT-K-Expenses (Public Entertainment) : _____ 0
- (24) CAT-L-Expenses (Endorsement) : _____ 0
- (25) CAT-M-Expenses (Retail Value & Coupon) : _____ 147
- (26) CAT-N-Expenses (All Other) : _____ 0
- (27) Total Reportable Expenditures For Variety: _____ \$6,865
- (28) Sporting Events: _____ 0

(41) No

1007600677

- (1) Year Covered: ~~1993~~ 1994
- (2) Brand Family Name: SHENANDOAH
- (3) Descriptions: King ,F ,SP ,LT ,MEN ,GENERIC
- (4) Product Length: 84
- (5) Filter: X Non-Filter: _____ (check one)
- (6) Hard Pack: _____ Soft Pack: X (check one)
- (7) Menthol: X Non-Menthol: _____ Other: _____ (check one)
- (8) Num Per Pack: 20
- (9) "Tar": ~~11.0~~ // Nicotine: ~~0.80~~ 0.8 CO.: ~~0.0~~ N/A
- (10) Variety Units Sales: 1,776,000
- (11) Variety Dollar Sales: \$48,474
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- (13) CAT-A-Expenses (Newspaper) : _____ \$0
- (14) CAT-B-Expenses (Magazines) : _____ 0
- (15) CAT-C-Expenses (Outdoor) : _____ 0
- (16) CAT-D-Expenses (Audio Visual): _____ 0
- (17) CAT-E-Expenses (Public Transport.) : _____ 0
- (18) CAT-F-Expenses (Direct Mail) : _____ 0
- (19) CAT-G-Expenses (Point of Sale): _____ 220
- (20) CAT-H-Expenses (Promotional Allowances) : _____ 5,013
- (21) CAT-I-Expenses (samples) : _____ 0
- (22) CAT-J-Expenses (Items) : _____ 0
- (23) CAT-K-Expenses (Public Entertainment) : _____ 0
- (24) CAT-L-Expenses (Endorsement) : _____ 0
- (25) CAT-M-Expenses (Retail Value & Coupon) : _____ 114
- (26) CAT-N-Expenses (All Other) : _____ 0
- (27) Total Reportable Expenditures For Variety: _____ \$5,347
- (28) Sporting Events: _____ 0

(41) N/A

1007600678

- (1) Year Covered: -1993 1994 1007600678
- (2) Brand Family Name: SHENANDOAH
- (3) Descriptions: King ,F ,SP ,LTS ,GENERIC
- (4) Product Length: 84
- (5) Filter: X Non-Filter: (check one)
- (6) Hard Pack: Soft Pack: X (check one)
- (7) Menthol: Non-Menthol: X Other: (check one)
- (8) Num Per Pack: 20
- (9) "Tar": -11.0 // Nicotine: -0.80 0.8 CO.: -0.0 N/A
- (10) Variety Units Sales: 3,684,000
- (11) Variety Dollar Sales: \$103,829
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- | | | |
|------|--|----------|
| (13) | CAT-A-Expenses (Newspaper) : | \$0 |
| (14) | CAT-B-Expenses (Magazines) : | 0 |
| (15) | CAT-C-Expenses (Outdoor) : | 0 |
| (16) | CAT-D-Expenses (Audio Visual): | 0 |
| (17) | CAT-E-Expenses (Public Transport.) : | 0 |
| (18) | CAT-F-Expenses (Direct Mail) : | 0 |
| (19) | CAT-G-Expenses (Point of Sale): | 457 |
| (20) | CAT-H-Expenses (Promotional Allowances) : | 10,398 |
| (21) | CAT-I-Expenses (samples) : | 0 |
| (22) | CAT-J-Expenses (Items) : | 0 |
| (23) | CAT-K-Expenses (Public Entertainment) : | 0 |
| (24) | CAT-L-Expenses (Endorsement) : | 0 |
| (25) | CAT-M-Expenses (Retail Value & Coupon) : | 237 |
| (26) | CAT-N-Expenses (All Other) : | 0 |
| (27) | Total Reportable Expenditures For Variety: | \$11,092 |
| (28) | Sporting Events: | 0 |

(41) No

1007600679

- (1) Year Covered: ~~1993~~ 1994
- (2) Brand Family Name: SHENANDOAH
- (3) Descriptions: 100 ,F ,SP , LTS ,MEN ,GENERIC
- (4) Product Length: 100
- (5) Filter: X Non-Filter: _____ (check one)
- (6) Hard Pack: _____ Soft Pack: X (check one)
- (7) Menthol: X Non-Menthol: _____ Other: _____ (check one)
- (8) Num Per Pack: 20
- (9) "Tar": ~~11.0~~ // Nicotine: ~~0.80~~ 0.8 CO.: ~~0.0~~ N/A
- (10) Variety Units Sales: 2,268,000
- (11) Variety Dollar Sales: \$63,837
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- (13) CAT-A-Expenses (Newspaper) : \$0
- (14) CAT-B-Expenses (Magazines) : 0
- (15) CAT-C-Expenses (Outdoor) : 0
- (16) CAT-D-Expenses (Audio Visual): 0
- (17) CAT-E-Expenses (Public Transport.) : 0
- (18) CAT-F-Expenses (Direct Mail) : 0
- (19) CAT-G-Expenses (Point of Sale): 281
- (20) CAT-H-Expenses (Promotional Allowances) : 6,401
- (21) CAT-I-Expenses (samples) : 0
- (22) CAT-J-Expenses (Items) : 0
- (23) CAT-K-Expenses (Public Entertainment) : 0
- (24) CAT-L-Expenses (Endorsement) : 0
- (25) CAT-M-Expenses (Retail Value & Coupon) : 146
- (26) CAT-N-Expenses (All Other) : 0
- (27) Total Reportable Expenditures For Variety: \$6,828
- (28) Sporting Events: 0

(41) No

1007600680

- (1) Year Covered: 1993-1994
- (2) Brand Family Name: SHENANDOAH
- (3) Descriptions: King ,F ,SP ,ULTRA-LT ,GENERIC
- (4) Product Length: 84
- (5) Filter: X Non-Filter: _____ (check one)
- (6) Hard Pack: _____ Soft Pack: X (check one)
- (7) Menthol: _____ Non-Menthol: X Other: _____ (check one)
- (8) Num Per Pack: 20
- (9) "Tar": 6.0-6 Nicotine: 0.50-0.5 CO.: 0.0 N/A
- (10) Variety Units Sales: 1,116,000
- (11) Variety Dollar Sales: \$30,168
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- (13) CAT-A-Expenses (Newspaper) : _____ \$0
- (14) CAT-B-Expenses (Magazines) : _____ 0
- (15) CAT-C-Expenses (Outdoor) : _____ 0
- (16) CAT-D-Expenses (Audio Visual): _____ 0
- (17) CAT-E-Expenses (Public Transport.) : _____ 0
- (18) CAT-F-Expenses (Direct Mail) : _____ 0
- (19) CAT-G-Expenses (Point of Sale): _____ 138
- (20) CAT-H-Expenses (Promotional Allowances) : _____ 3,150
- (21) CAT-I-Expenses (samples) : _____ 0
- (22) CAT-J-Expenses (Items) : _____ 0
- (23) CAT-K-Expenses (Public Entertainment) : _____ 0
- (24) CAT-L-Expenses (Endorsement) : _____ 0
- (25) CAT-M-Expenses (Retail Value & Coupon) : _____ 72
- (26) CAT-N-Expenses (All Other) : _____ 0
- (27) Total Reportable Expenditures For Variety: _____ \$3,360
- (28) Sporting Events: _____ 0

(41) No

1007600681

- (1) Year Covered: ~~1993~~ 1994
- (2) Brand Family Name: SHENANDOAH
- (3) Descriptions: 100 ,F ,SP ,ULTRA-LT ,GENERIC
- (4) Product Length: 100
- (5) Filter: X Non-Filter: _____ (check one)
- (6) Hard Pack: _____ Soft Pack: X (check one)
- (7) Menthol: _____ Non-Menthol: X Other: _____ (check one)
- (8) Num Per Pack: 20
- (9) "Tar": ~~6.0~~ 6 Nicotine: ~~0.50~~ 0.5 CO.: ~~0.0~~ N/A
- (10) Variety Units Sales: 2,880,000
- (11) Variety Dollar Sales: \$80,799
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- (13) CAT-A-Expenses (Newspaper) : _____ \$0
- (14) CAT-B-Expenses (Magazines) : _____ 0
- (15) CAT-C-Expenses (Outdoor) : _____ 0
- (16) CAT-D-Expenses (Audio Visual): _____ 0
- (17) CAT-E-Expenses (Public Transport.) : _____ 0
- (18) CAT-F-Expenses (Direct Mail) : _____ 0
- (19) CAT-G-Expenses (Point of Sale): _____ 357
- (20) CAT-H-Expenses (Promotional Allowances) : _____ 8,128
- (21) CAT-I-Expenses (samples) : _____ 0
- (22) CAT-J-Expenses (Items) : _____ 0
- (23) CAT-K-Expenses (Public Entertainment) : _____ 0
- (24) CAT-L-Expenses (Endorsement) : _____ 0
- (25) CAT-M-Expenses (Retail Value & Coupon) : _____ 186
- (26) CAT-N-Expenses (All Other) : _____ 0
- (27) Total Reportable Expenditures For Variety: _____ \$8,671
- (28) Sporting Events: _____ 0

(41) No

- (1) Year Covered: ~~1993~~ 1994
- (2) Brand Family Name: TOP CHOICE
- (3) Descriptions: King ,NF ,SP ,GENERIC
- (4) Product Length: 84
- (5) Filter: Non-Filter: X (check one)
- (6) Hard Pack: Soft Pack: X (check one)
- (7) Menthol: Non-Menthol: X Other: (check one)
- (8) Num Per Pack: 20
- (9) "Tar": ~~23.0~~ 24 Nicotine: ~~1.60~~ 1.6 CO.: ~~0.0~~ N/A
- (10) Variety Units Sales: 6,996,000
- (11) Variety Dollar Sales: \$185,552
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- | | | |
|------|--|----------|
| (13) | CAT-A-Expenses (Newspaper) : | \$0 |
| (14) | CAT-B-Expenses (Magazines) : | 0 |
| (15) | CAT-C-Expenses (Outdoor) : | 0 |
| (16) | CAT-D-Expenses (Audio Visual): | 0 |
| (17) | CAT-E-Expenses (Public Transport.) : | 0 |
| (18) | CAT-F-Expenses (Direct Mail) : | 0 |
| (19) | CAT-G-Expenses (Point of Sale): | 868 |
| (20) | CAT-H-Expenses (Promotional Allowances) : | 19,745 |
| (21) | CAT-I-Expenses (samples) : | 0 |
| (22) | CAT-J-Expenses (Items) : | 0 |
| (23) | CAT-K-Expenses (Public Entertainment) : | 0 |
| (24) | CAT-L-Expenses (Endorsement) : | 0 |
| (25) | CAT-M-Expenses (Retail Value & Coupon) : | 451 |
| (26) | CAT-N-Expenses (All Other) : | 0 |
| (27) | Total Reportable Expenditures For Variety: | \$21,064 |
| (28) | Sporting Events: | 0 |

(41) No

- (1) Year Covered: ~~1993~~ 1994
- (2) Brand Family Name: TOP CHOICE
- (3) Descriptions: King ,F ,SP ,FULL-FLA ,GENERIC
- (4) Product Length: 84
- (5) Filter: X Non-Filter: _____ (check one)
- (6) Hard Pack: _____ Soft Pack: X (check one)
- (7) Menthol: _____ Non-Menthol: X Other: _____ (check one)
- (8) Num Per Pack: 20
- (9) "Tar": ~~16.0~~ 16 Nicotine: ~~1.00~~ 1.0 CO.: ~~0.0~~ N/A
- (10) Variety Units Sales: 24,516,000
- (11) Variety Dollar Sales: \$625,240
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- (13) CAT-A-Expenses (Newspaper) : _____ \$0
- (14) CAT-B-Expenses (Magazines) : _____ 0
- (15) CAT-C-Expenses (Outdoor) : _____ 0
- (16) CAT-D-Expenses (Audio Visual): _____ 0
- (17) CAT-E-Expenses (Public Transport.) : _____ 0
- (18) CAT-F-Expenses (Direct Mail) : _____ 0
- (19) CAT-G-Expenses (Point of Sale): _____ 3,041
- (20) CAT-H-Expenses (Promotional Allowances) : _____ 69,193
- (21) CAT-I-Expenses (samples) : _____ 0
- (22) CAT-J-Expenses (Items) : _____ 0
- (23) CAT-K-Expenses (Public Entertainment) : _____ 0
- (24) CAT-L-Expenses (Endorsement) : _____ 0
- (25) CAT-M-Expenses (Retail Value & Coupon) : _____ 1,580
- (26) CAT-N-Expenses (All Other) : _____ 0
- (27) Total Reportable Expenditures For Variety: _____ \$73,814
- (28) Sporting Events: _____ 0

(41) No

- (1) Year Covered: ~~1993~~ 1994
- (2) Brand Family Name: TOP CHOICE
- (3) Descriptions: 100 ,F ,SP ,FULL-FLA ,GENERIC
- (4) Product Length: 100
- (5) Filter: X Non-Filter: _____ (check one)
- (6) Hard Pack: _____ Soft Pack: X (check one)
- (7) Menthol: _____ Non-Menthol: X Other: _____ (check one)
- (8) Num Per Pack: 20
- (9) "Tar": ~~16.0~~ 16 Nicotine: ~~1.00~~ 1.0 CO.: ~~0.0~~ N/A
- (10) Variety Units Sales: 24,372,000
- (11) Variety Dollar Sales: \$645,004
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- (13) CAT-A-Expenses (Newspaper) : _____ \$0
- (14) CAT-B-Expenses (Magazines) : _____ 0
- (15) CAT-C-Expenses (Outdoor) : _____ 0
- (16) CAT-D-Expenses (Audio Visual): _____ 0
- (17) CAT-E-Expenses (Public Transport.) : _____ 0
- (18) CAT-F-Expenses (Direct Mail) : _____ 0
- (19) CAT-G-Expenses (Point of Sale): _____ 3,023
- (20) CAT-H-Expenses (Promotional Allowances) : _____ 68,786
- (21) CAT-I-Expenses (samples) : _____ 0
- (22) CAT-J-Expenses (Items) : _____ 0
- (23) CAT-K-Expenses (Public Entertainment) : _____ 0
- (24) CAT-L-Expenses (Endorsement) : _____ 0
- (25) CAT-M-Expenses (Retail Value & Coupon) : _____ 1,570
- (26) CAT-N-Expenses (All Other) : _____ 0
- (27) Total Reportable Expenditures For Variety: _____ \$73,379
- (28) Sporting Events: _____ 0

(41) No

- (1) Year Covered: ~~1993~~ 1994
- (2) Brand Family Name: TOP CHOICE
- (3) Descriptions: 100 ,F ,SP ,FULL-FLA ,MEN ,GENERIC
- (4) Product Length: 100
- (5) Filter: X Non-Filter: _____ (check one)
- (6) Hard Pack: _____ Soft Pack: X (check one)
- (7) Menthol: X Non-Menthol: _____ Other: _____ (check one)
- (8) Num Per Pack: 20
- (9) "Tar": ~~16.0~~ 16 Nicotine: ~~1.00~~ 1.0 CO.: ~~0.0~~ N/A
- (10) Variety Units Sales: 16,716,000
- (11) Variety Dollar Sales: \$441,365
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- (13) CAT-A-Expenses (Newspaper) : _____ \$0
- (14) CAT-B-Expenses (Magazines) : _____ 0
- (15) CAT-C-Expenses (Outdoor) : _____ 0
- (16) CAT-D-Expenses (Audio Visual): _____ 0
- (17) CAT-E-Expenses (Public Transport.) : _____ 0
- (18) CAT-F-Expenses (Direct Mail) : _____ 0
- (19) CAT-G-Expenses (Point of Sale): _____ 2,074
- (20) CAT-H-Expenses (Promotional Allowances) : _____ 47,179
- (21) CAT-I-Expenses (samples) : _____ 0
- (22) CAT-J-Expenses (Items) : _____ 0
- (23) CAT-K-Expenses (Public Entertainment) : _____ 0
- (24) CAT-L-Expenses (Endorsement) : _____ 0
- (25) CAT-M-Expenses (Retail Value & Coupon) : _____ 1,077
- (26) CAT-N-Expenses (All Other) : _____ 0
- (27) Total Reportable Expenditures For Variety: _____ \$50,330
- (28) Sporting Events: _____ 0

(41) No

- 00654
- (1) Year Covered: ~~1993~~ 1994
- (2) Brand Family Name: TOP CHOICE
- (3) Descriptions: King ,F ,SP ,LT ,GENERIC
- (4) Product Length: 84
- (5) Filter: X Non-Filter: _____ (check one)
- (6) Hard Pack: _____ Soft Pack: X (check one)
- (7) Menthol: _____ Non-Menthol: X Other: _____ (check one)
- (8) Num Per Pack: 20
- (9) "Tar": ~~11.0~~ // Nicotine: ~~0.80~~ 0.8 CO.: ~~0.0~~ N/A
- (10) Variety Units Sales: 12,384,200
- (11) Variety Dollar Sales: \$316,256
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- | | | |
|------|--|----------|
| (13) | CAT-A-Expenses (Newspaper) : | \$0 |
| (14) | CAT-B-Expenses (Magazines) : | 0 |
| (15) | CAT-C-Expenses (Outdoor) : | 0 |
| (16) | CAT-D-Expenses (Audio Visual): | 0 |
| (17) | CAT-E-Expenses (Public Transport.) : | 0 |
| (18) | CAT-F-Expenses (Direct Mail) : | 0 |
| (19) | CAT-G-Expenses (Point of Sale): | 1,536 |
| (20) | CAT-H-Expenses (Promotional Allowances) : | 34,953 |
| (21) | CAT-I-Expenses (samples) : | 0 |
| (22) | CAT-J-Expenses (Items) : | 0 |
| (23) | CAT-K-Expenses (Public Entertainment) : | 0 |
| (24) | CAT-L-Expenses (Endorsement) : | 0 |
| (25) | CAT-M-Expenses (Retail Value & Coupon) : | 798 |
| (26) | CAT-N-Expenses (All Other) : | 0 |
| (27) | Total Reportable Expenditures For Variety: | \$37,287 |
| (28) | Sporting Events: | 0 |

(41) No

- (1) Year Covered: ~~1993~~ 1994
- (2) Brand Family Name: TOP CHOICE
- (3) Descriptions: King ,F ,SP ,LT ,MEN ,GENERIC
- (4) Product Length: 84
- (5) Filter: X Non-Filter: _____ (check one)
- (6) Hard Pack: _____ Soft Pack: X (check one)
- (7) Menthol: X Non-Menthol: _____ Other: _____ (check one)
- (8) Num Per Pack: 20
- (9) "Tar": ~~11.0~~ // Nicotine: ~~0.80~~ 0.8 CO.: ~~0.0~~ N/A
- (10) Variety Units Sales: 10,536,000
- (11) Variety Dollar Sales: \$269,019
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- (13) CAT-A-Expenses (Newspaper) : \$0
- (14) CAT-B-Expenses (Magazines) : 0
- (15) CAT-C-Expenses (Outdoor) : 0
- (16) CAT-D-Expenses (Audio Visual): 0
- (17) CAT-E-Expenses (Public Transport.) : 0
- (18) CAT-F-Expenses (Direct Mail) : 0
- (19) CAT-G-Expenses (Point of Sale): 1,307
- (20) CAT-H-Expenses (Promotional Allowances) : 29,736
- (21) CAT-I-Expenses (samples) : 0
- (22) CAT-J-Expenses (Items) : 0
- (23) CAT-K-Expenses (Public Entertainment) : 0
- (24) CAT-L-Expenses (Endorsement) : 0
- (25) CAT-M-Expenses (Retail Value & Coupon) : 679
- (26) CAT-N-Expenses (All Other) : 0
- (27) Total Reportable Expenditures For Variety: \$31,722
- (28) Sporting Events: 0

(41) No

- (1) Year Covered: ~~1993~~ 1994
- (2) Brand Family Name: TOP CHOICE
- (3) Descriptions: 100 ,F ,SP ,LT ,GENERIC
- (4) Product Length: 100
- (5) Filter: X Non-Filter: _____ (check one)
- (6) Hard Pack: _____ Soft Pack: X (check one)
- (7) Menthol: _____ Non-Menthol: X Other: _____ (check one)
- (8) Num Per Pack: 20
- (9) "Tar": ~~11.0~~ // Nicotine: ~~0.80~~ 0.8 CO.: ~~0.0~~ N/A
- (10) Variety Units Sales: 14,460,400
- (11) Variety Dollar Sales: \$383,157
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- (13) CAT-A-Expenses (Newspaper) : _____ \$0
- (14) CAT-B-Expenses (Magazines) : _____ 0
- (15) CAT-C-Expenses (Outdoor) : _____ 0
- (16) CAT-D-Expenses (Audio Visual): _____ 0
- (17) CAT-E-Expenses (Public Transport.) : _____ 0
- (18) CAT-F-Expenses (Direct Mail) : _____ 0
- (19) CAT-G-Expenses (Point of Sale): _____ 1,794
- (20) CAT-H-Expenses (Promotional Allowances) : _____ 40,812
- (21) CAT-I-Expenses (samples) : _____ 0
- (22) CAT-J-Expenses (Items) : _____ 0
- (23) CAT-K-Expenses (Public Entertainment) : _____ 0
- (24) CAT-L-Expenses (Endorsement) : _____ 0
- (25) CAT-M-Expenses (Retail Value & Coupon) : _____ 932
- (26) CAT-N-Expenses (All Other) : _____ 0
- (27) Total Reportable Expenditures For Variety: _____ \$43,538
- (28) Sporting Events: _____ 0

(41) No

- (1) Year Covered: ~~1993~~ 1994
- (2) Brand Family Name: TOP CHOICE
- (3) Descriptions: 100 ,F ,SP ,LT ,MEN ,GENERIC
- (4) Product Length: 100
- (5) Filter: X Non-Filter: _____ (check one)
- (6) Hard Pack: _____ Soft Pack: X (check one)
- (7) Menthol: X Non-Menthol: _____ Other: _____ (check one)
- (8) Num Per Pack: 20
- (9) "Tar": ~~11.0~~ // Nicotine: ~~0.80~~ 0.8 CO.: ~~0.0~~ N/A
- (10) Variety Units Sales: 17,964,000
- (11) Variety Dollar Sales: \$474,963
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- (13) CAT-A-Expenses (Newspaper) : _____ \$0
- (14) CAT-B-Expenses (Magazines) : _____ 0
- (15) CAT-C-Expenses (Outdoor) : _____ 0
- (16) CAT-D-Expenses (Audio Visual): _____ 0
- (17) CAT-E-Expenses (Public Transport.) : _____ 0
- (18) CAT-F-Expenses (Direct Mail) : _____ 0
- (19) CAT-G-Expenses (Point of Sale): _____ 2,228
- (20) CAT-H-Expenses (Promotional Allowances) : _____ 50,701
- (21) CAT-I-Expenses (samples) : _____ 0
- (22) CAT-J-Expenses (Items) : _____ 0
- (23) CAT-K-Expenses (Public Entertainment) : _____ 0
- (24) CAT-L-Expenses (Endorsement) : _____ 0
- (25) CAT-M-Expenses (Retail Value & Coupon) : _____ 1,157
- (26) CAT-N-Expenses (All Other) : _____ 0
- (27) Total Reportable Expenditures For Variety: _____ \$54,086
- (28) Sporting Events: _____ 0

(41) No

- (1) Year Covered: ~~1993~~ 1994
- (2) Brand Family Name: TOP CHOICE
- (3) Descriptions: King ,F ,SP ,ULTRA-LT ,GENERIC
- (4) Product Length: 84
- (5) Filter: X Non-Filter: _____ (check one)
- (6) Hard Pack: _____ Soft Pack: X (check one)
- (7) Menthol: _____ Non-Menthol: X Other: _____ (check one)
- (8) Num Per Pack: 20
- (9) "Tar": ~~6.0~~ 6 Nicotine: ~~0.50~~ 0.5 CO.: ~~0.0~~ N/A
- (10) Variety Units Sales: 5,004,000
- (11) Variety Dollar Sales: \$127,893
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- (13) CAT-A-Expenses (Newspaper) : _____ \$0
- (14) CAT-B-Expenses (Magazines) : _____ 0
- (15) CAT-C-Expenses (Outdoor) : _____ 0
- (16) CAT-D-Expenses (Audio Visual): _____ 0
- (17) CAT-E-Expenses (Public Transport.) : _____ 0
- (18) CAT-F-Expenses (Direct Mail) : _____ 0
- (19) CAT-G-Expenses (Point of Sale): _____ 621
- (20) CAT-H-Expenses (Promotional Allowances) : _____ 14,123
- (21) CAT-I-Expenses (samples) : _____ 0
- (22) CAT-J-Expenses (Items) : _____ 0
- (23) CAT-K-Expenses (Public Entertainment) : _____ 0
- (24) CAT-L-Expenses (Endorsement) : _____ 0
- (25) CAT-M-Expenses (Retail Value & Coupon) : _____ 322
- (26) CAT-N-Expenses (All Other) : _____ 0
- (27) Total Reportable Expenditures For Variety: _____ \$15,066
- (28) Sporting Events: _____ 0

(41) No

- (1) Year Covered: 1993
- (2) Brand Family Name: UNBRANDED EXPE
- (3) Descriptions: NON ,ALLOCABL ,EXPENSES
- (4) Product Length: _____
- (5) Filter: _____ Non-Filter: _____ (check one)
- (6) Hard Pack: _____ Soft Pack: _____ (check one)
- (7) Menthol: _____ Non-Menthol: _____ Other: _____ (check one)
- (8) Num Per Pack: 20
- (9) "Tar": 0.0 Nicotine: 0.00 CO.: 0.0
- (10) Variety Units Sales: 0
- (11) Variety Dollar Sales: \$0
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- (13) CAT-A-Expenses (Newspaper) : \$5,201,247
- (14) CAT-B-Expenses (Magazines) : 467,107
- (15) CAT-C-Expenses (Outdoor) : 102,475
- (16) CAT-D-Expenses (Audio Visual): 0
- (17) CAT-E-Expenses (Public Transport.) : 0
- (18) CAT-F-Expenses (Direct Mail) : 7,207,624
- (19) CAT-G-Expenses (Point of Sale): 96,649,165
- (20) CAT-H-Expenses (Promotional Allowances) : 3,235,297
- (21) CAT-I-Expenses (samples) : 137,949
- (22) CAT-J-Expenses (Items) : 3,698,690
- (23) CAT-K-Expenses (Public Entertainment) : 5,877,377
- (24) CAT-L-Expenses (Endorsement) : 0
- (25) CAT-M-Expenses (Retail Value & Coupon) : 6,785,990
- (26) CAT-N-Expenses (All Other) : 2,194,024
- (27) Total Reportable Expenditures For Variety: \$131,556,945
- (28) Sporting Events: 0